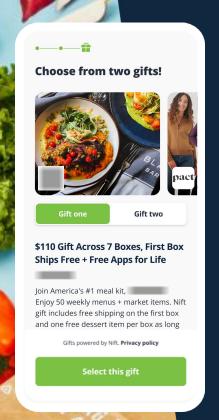
MEAL DELIVERY CASE STUDY



247% increase in conversions

20K first time sales

ROAS remained consistent

- Strong discovery to purchase funnel (May-July 2024).
- Core KPIs 21% Category Selection, 26% Gift Selection, 4.5% Conversion Rate.
- **Top performing growth channel** \$500k monthly budget + turnkey email remarketing.

Unit economics at or below the CPA target MoM