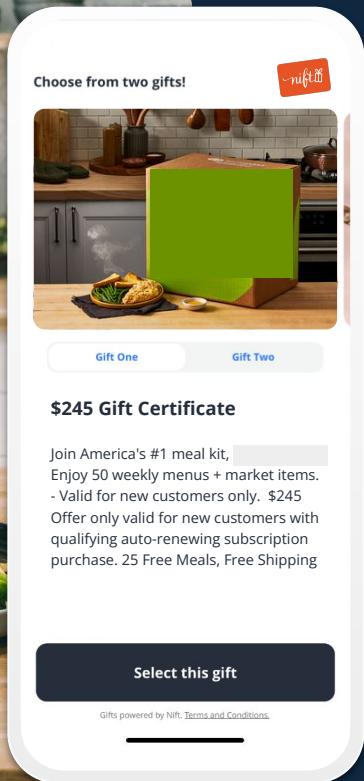


MEAL DELIVERY SERVICE CASE STUDY

TOP INBOUND CHANNEL AFTER PAID SEARCH & SOCIAL



16,472 FIRST-TIME CUSTOMERS

June-August 2023



UNIT ECONOMICS BELOW TARGET CAC
NIFT PERFORMING AT 60% TARGET CPA



TOP PERFORMING GROWTH CHANNEL
\$500K MONTHLY BUDGET + TURNKEY EMAIL REMARKETING



STRONG DISCOVERY TO PURCHASE FUNNEL
15% CATEGORY SELECTION
32% GIFT SELECTION
6.8% CONVERSION

