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## **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