

ACQUIRING SUBSCRIPTIONS

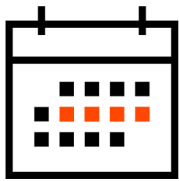
Meal box subscription service. Goal was to drive subscriptions of people signing up to a 3month trial of the meal boxes introductory offer

GOAL

\$45

CPA GOAL

OVERVIEW



1 MONTH CAMPAIGN



\$15K BUDGET



DESKTOP, CAMPAIGN

TARGETING

RUN OF NETWORK



HEALTH & FITNESS

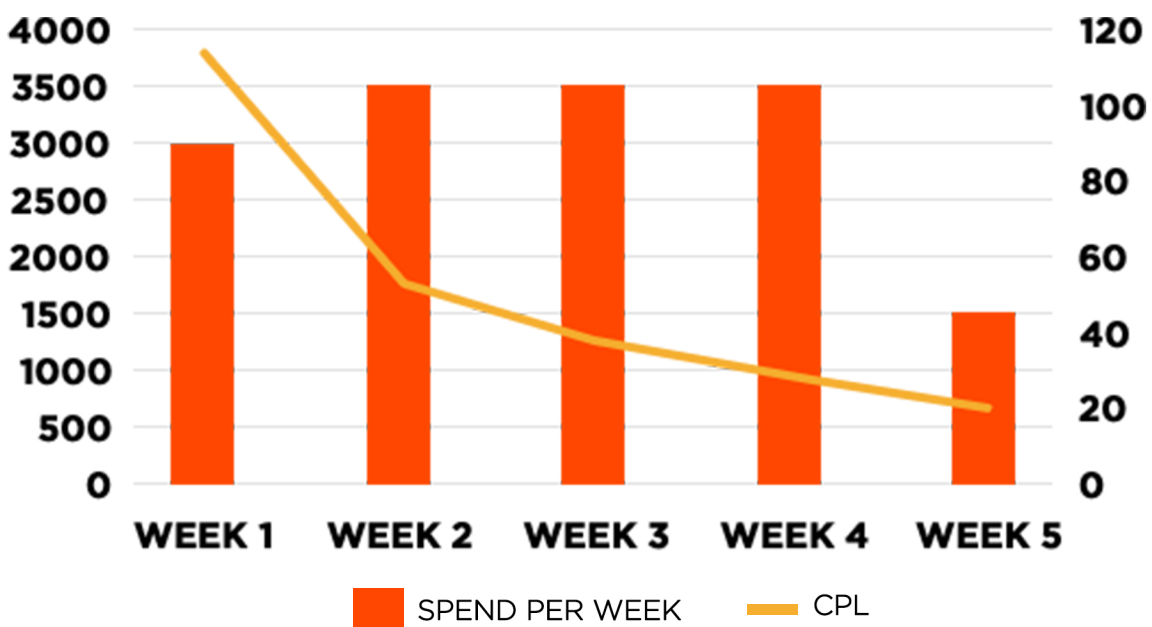


FOODIES



HOME CHEFS

RESULTS



395

TOTAL SUBSCRIPTIONS

\$38

CPA ACHIEVED

19%

BETTER THAN TARGET