



Case Study

Terra's Kitchen

OBJECTIVE

Terra's Kitchen is the quickest, easiest, healthiest meal kit delivery service with more than 60 recipes featuring pre-chopped ingredients and eco-friendly delivery. Their objective was to profitably acquire new customers through Facebook and Instagram.

GOAL

Reduce Cost Per Acquisition while achieving monthly acquisition goals.

OUR SOLUTION

AD FORMAT	Facebook, Instagram and Audience Network
CREATIVE OPTIMIZATION	A/B tested 150+ video/video thumbnails and 180+ copy variations.
BIDDING & BUDGETING	Leveraged AdRules™ automated campaign management to gain additional efficiency to achieve a 20% reduction in Cost Per Acquisition within the first month of spend.
WORKFLOW AUTOMATION	Using AdRules™, we automated campaign management workflow for creative a/b testing, creative analysis, audience analysis and ad launches.

RESULTS

20%

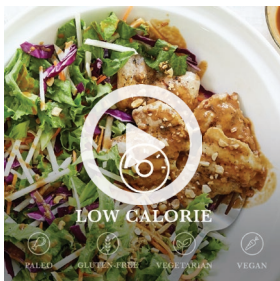
reduction in Cost Per Acquisition within first month of spend

27%

reduction in Cost Per Lead within first three months of spend

43%

increase in funnel conversion rate within first month of spend



John Clark | Director of Business Strategy

"We saw immediate success in the reduction of our acquisition costs through Consumer Acquisition's optimization strategies. We have also leveraged their expertise on creative and conversion testing to further optimize our funnel to drive high-quality customers. We recommend Consumer Acquisition to any business that is looking for a true partner in their growth strategies."