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# SimplyCook

Case Study for Driving Subscription Growth





# Goals and Objectives

## Drive New Customers on Subscription

Backed by VC, SimplyCook are a pioneer in meal preparation and wanted to aggressively grow their subscription proposition, in a fiercely competitive market

### Ambition:



- Grow New Customer Acquisition
- Reduce Cost of Sale (CAC)
- Increase Content Partnerships

### Objectives:



- Double Annual Growth
- Reduce CAC by 20%
- Increase Active Publishers

# The Results

An exceptional effort from the team brought results that went above and beyond our initial targets.

+1,302%

New Customer  
Revenue

CAC Reduced by  
69.7%

150%

More Active  
Publishers

ROAS Increased

+212%

+230%

Increase in  
Website Traffic

# HOW WE DID IT



## Clear Strategy and Goals

An aggressive strategy for outreach while preserving brand integrity provided us a clear brief to acquire new publishers who could deliver quality revenue without discounting.

## YoY Campaign Plans

By using AI, we analysed trend patterns in publishers who had previously generated content, and used this insight for re-engagement, and optimisation.

## Attribution

Working alongside SimplyCook attribution tools, we identified sources of new customers and incremental sales from affiliates.



## Campaign Delivery

We provided a “snowball” campaign combining evergreen content combined with targeted seasonal placements to further boost revenue generation.

## Key Relationships

On behalf of SimplyCook, we build key relationships with more than 167 new publishers that we recruited onto the program in the first year.



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