

LQ DIGITAL
CASE STUDY

SUN BASKET

13%
reduction
in CAC



SUN BASKET INCREASES SUBSCRIBERS THROUGH PAID SEARCH + AFFILIATE MARKETING

Sun Basket is the leading healthy meal delivery service focused on delivering fresh, sustainable, and organic ingredients with recipes catered towards customers focused on specific diets. In an emerging category that aims to challenge both grocery chains and restaurants, Sun Basket needed to ensure they keep growing their market share while developing ways to retain customers who want to achieve their nutritional goals and source meals that meet certain dietary criteria.

Sun Basket's success stems from their data-centric culture when it comes to designing recipes for their customers. They looked for a partner who could provide a similar data-oriented approach when it came to digital advertising and acquisition. Sun Basket had aggressive growth goals and needed to ensure that their digital spend provided a clear return on investment. In an increasingly competitive landscape for meal kits, it was imperative that Sun Basket consistently deliver profitable user growth. In 2016, Sun Basket expanded nationally to offer their meal kit delivery service from coast to coast.

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They approached LQ to improve their paid search strategy to support entering these new sub-markets and bring forth insights about their growing customer base.

LQ partnered with Sun Basket to develop a new approach for paid acquisition. Within the first year of the national program, all 3 US sub-markets experienced significant subscriber growth while decreasing cost per acquisition (CAC) by 13% YoY. Improvements focused on ad relevance through testing and optimization of promotional copy, testimonials, and personalization based on keywords, all helped increase conversion. Over time, LQ provided market insights to Sun Basket so they could discover new opportunities to not only drive new acquisitions, but to help formulate a winning strategy to drive higher profitability per customer. For example, LQ combined customer cost data with retention figures on a segment of subscribers focused on a specific diet. Results showed that retention is substantially higher for this segment so LQ focused on maximizing the spend on impression shares within this segment to accelerate conversion for these potential customers with higher profitability.

“LQ Digital’s focus on customer profitability and lifetime value is second-to-none. They are a trusted partner and I recommend that anyone looking to drive aggressive growth, but with a mindful eye on the relationship of acquisition cost and customer value, should engage now with LQ.”

— Amy Endemann, Head of Marketing

Based on LQ’s partner expansion insights, Sun Basket expanded their investment with LQ in 2017 by entrusting them to run their partner marketing program. Sun Basket had done a great job of identifying bloggers and influencers that were passionate about the brand, but there were a number of paid search comparison partners that were not working with Sun Basket and had the potential to drive significant volume at a lower cost compared to a direct non-brand paid search order. An initial monthly goal was set by Sun Basket for new customers coming from these partners, but given the quality of the traffic and the strength of the Sun Basket product, LQ drove over 5x the volume over goal and significantly grew the affiliate program.



LQ Digital is a customer acquisition company. Our mission is to help brands win profitable customers. We do this with our people, our technology platform and our full funnel approach. What makes us unique is we are obsessed with lifetime value, are paid on performance and bring an objective marketwide perspective on your acquisition strategy. Call 1.800.670.3515 now and speak with one of our digital media specialists or visit us at lqdigital.com and start today.