

How a Meal Delivery Company Achieved a 47% Lift in New Subscriptions in 30 Days with Intellimize

Email Address

47% lift

in new subscriptions
in 30 days



\$1.5 million

in incremental customer
lifetime value in 18 months



5,281

incremental conversions
in 18 months



372

variations tested over
18 months

Over the past 18 months, Intellimize has supported the growth marketing team at a leading subscription-based meal delivery company. The company sells pre-made meals and meal kits, with proudly sourced and certified organic ingredients, and sends them directly to customers' homes.

The brand's website and landing pages are critical to growing their subscriber base and revenue, and they've long invested in a website optimization strategy to drive conversions.



When A/B tests no longer cut it

Previously, their team used a well-known optimization tool to run simple A/B tests. However, it proved to be more challenging to use and ineffective with driving results than it was worth.

Their previous tool limited their abilities:

- ❌ They were only able to run tests on one page at a time. These tests were limited to an “A” variation vs. a “B” variation. Testing was slow.
- ❌ They were unable to personalize experiences for audience segments or individual visitors. Therefore, the experience from the ad to the landing page was not always seamless or relevant for the visitor, and they risked wasting ad dollars.
- ❌ They were unable to run a large volume of tests at the same time. It made the process of setting up tests and monitoring them very cumbersome, which restricted testing to their own internal bandwidth.



Why they chose Intellimize

It was critical for the team to find a new solution that would address these challenges head-on. They carefully vetted a handful of solutions.

From their perspective, they chose Intellimize for these reasons:

- ✓ Intellimize can test multiple pages and multiple variations on each page simultaneously, thereby offering faster results with simultaneous experiments.
- ✓ Intellimize is able to hyper personalize their website and landing pages, enabling customized messaging and experiences by segment and individual visitors within each segment.
- ✓ Intellimize serves as an extension of their marketing team, accelerating their testing cycles by offering additional professional services without having to rely on their in-house developer team.

What primarily attracted the growth team to Intellimize was the fact that its machine learning enables marketers to test and personalize simultaneously, while getting significant results. It has been a win-win: not only is the team now able to serve up unique, customized experiences to meet customer expectations, but it also alleviates time constraints of manually setting up tests and allows them to increase testing velocity. Now they convert more, faster.

By moving from simple A/B testing to Continuous Conversion™ with Intellimize, they've achieved

47% lift in new subscriptions

-their key business metric-
in just the past 30 days alone.



Optimizing the ad to landing page experience to convert more

Like most ecommerce businesses, their team invests heavily in paid advertising and must maximize conversion rates to minimize CAC. They've determined that in order to do so, it comes down to ensuring a seamless, relevant experience for each customer from ad to landing page.

They use Intellimize to customize each landing page to match the language and look and feel of the corresponding ad, as well as dynamically update page content based on what is known about an individual user. This includes demographics, subscriber status, previous actions taken with the brand, and more. With this customized experience, they're able to compel more visitors to take action and convert.

Further, Intellimize takes contextual data into consideration when personalizing the experience, such as where the visitor clicked from (the source). Their team recently ran a large ad campaign with a digital magazine. When a user clicked on the ad from that site, Intellimize mentions the name of that publication in the landing page copy, for continuity. Additionally, the team experiments with different page elements, running 15+ variations of headlines, subheadlines, CTAs, images, and other creative, simultaneously.

With high intent landing pages, such as those coming from branded search ads, and low intent landing pages, such as those coming from display ads or Instagram,

the team uses Intellimize to determine which messaging works and doesn't work depending on where the visitor is in the funnel. By testing multiple messages in tandem, Intellimize helps their team learn about their audience and deliver the right message for the right visitor at the right time.

The team also relied on Intellimize to navigate the post-COVID-19 business environment. Their business needed to introduce a new price point and used Intellimize to test different price points to determine their market tolerance. Within a few weeks of testing, they were already able to pinpoint a clear sweet spot for a particular price point and the right messaging to use with it, to ensure the lowest churn. They confidently implemented it across their site.

Through these collective ongoing efforts to optimize the ad to landing page experience, their team is able to convert more and grow revenue faster through their website, having driven nearly 5,281 incremental conversions and \$1.5 million in incremental customer lifetime value in 18 months.



A new day in the life of a growth marketer

Experimentation is at the heart of any growth marketing team. So is speed.

With their previous tool, the team wasn't able to test quickly enough to optimize their site and grow subscriptions. Their previous tool solely ran A/B tests and limited them to only being able to test one idea at a time, and they had to manually monitor the test to find stat sig, call a winner, and then code the winning idea into the base site. It was painfully slow. With Intellimize, they are able to run a multitude of tests at once and let the system automatically find the right combination of ideas to show each visitor on each page.

The team has also achieved a much higher testing velocity. They've tested 372 variations over the past 18 months, which calculates out to more than 1 billion page combinations tested. If they had been using their previous tool to run simple A/B tests, it would have taken 50+ years to test all of this.

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Intellimize isn't biased by our assumptions. It shuffles around all of our ideas for us and knows which one to show for the best result. It is remarkably capable.”

-Director, Growth Marketing

Further, the team has been able to take a successful test variation from one area of the site and easily apply it to other areas of the site to see if it's effective at driving lift there, too. As an example, when they see a headline variation performing well on one landing page, they will add this as a test to another similar landing page. Typically, they'd see the headline perform well there, too. Overall, this process of applying learnings from one area to another has given the team time back to focus on other marketing priorities needing their attention.



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Working with the Intellimize team

The team has expressed two key benefits of working with their dedicated Intellimize team of success managers and solutions engineers.

1 First, the Intellimize team helps them up their game from thinking in terms of simple one-page tests to instead thinking more deeply about the end-to-end customer journey. Their growth team is now serving up the right experience depending on where each person is in the funnel. Based on this, they have felt encouraged to form stronger hypotheses and ideate better test ideas, leading to better results.

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The Intellimize team is good at identifying patterns and seeing the bigger picture from our test results, saying things like ‘Based on this, try this.’ They help us pinpoint missed opportunities in the funnel and then recommend tests we can run. We’re always getting an expert’s opinion and reap the benefits of that.”

-Director, Growth Marketing

2 Additionally, they love that Intellimize offers in-house developers to help code tests, which in combination with the machine learning platform has helped to increase their testing velocity. No longer do they have to decide between testing a great idea and allocating time to another marketing priority. They can do it all.

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When I have an idea I want to test, all I have to do is send in the creative and hand it all off to their team to implement. That’s it. They have great people resources to help us execute and save time. And when I have a question or issue, they’re right on it. I don’t have to follow up.”

-Growth Marketing Manager



The future is bright

After years of an ineffective, uphill battle of testing “A” vs. “B” with another tool, the growth team is excited to rapidly test multiple ideas and pages at once and deliver a dynamically personalized experience with Intellimize.

What’s up next for this team? They see opportunity in driving more personalization with their current subscribers while they’re logged into the site and are brainstorming how they can leverage customer data to push moments of delight, such as honoring the customer’s anniversary with the brand or the customer’s birthday by sending a free meal or discount. They have mostly focused on driving new subscriptions, but there’s a lot of opportunity waiting on the other side to maximize order value and drive long-term loyalty. Stay tuned.



Learn how Intellimize can help your ecommerce business accelerate testing and grow revenue faster. Visit us at intellimize.com/ecommerce.