

Intellimize

**How a meal delivery
company achieved a 47%
lift in new subscriptions
in 30 days with Intellimize**



47%

lift in new subscriptions
in 30 days

\$1.5M

in incremental customer
lifetime value 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" vs "B" doesn't cut it

Previously, their team used a well-known optimization tool to run simple A/B tests. However, over time it proved to be more challenging to use and failed to drive meaningful results.

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, making the experimentation process slow.
- They were unable to personalize experiences for audience segments or individual visitors. Therefore, their ad to landing page experience 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 the scale of their testing program.

A fresh start with 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.

They chose Intellimize because:

- Intellimize can test multiple pages and multiple variations on each page simultaneously, enabling faster results.

- Intellimize is able to hyper-personalize the meal delivery service's 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 developers.

What primarily attracted the growth team to Intellimize was the fact that its AI-driven optimization enables marketers to test and personalize simultaneously, while getting statistically 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.

By moving from traditional A/B testing to AI Optimize with Intellimize, they've achieved a 47% lift in new subscriptions—their key business metric—in just 30 days.

Optimizing the ad to landing page experience to convert more

Like most ecommerce businesses, the meal delivery service's team invests heavily in paid advertising and must maximize conversion rates to minimize customer acquisition costs (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 their corresponding ad, while dynamically updating page content based on other known user data. This includes demographics, subscriber status, previous actions taken with the brand, and more. Further, Intellimize takes contextual data into consideration when personalizing the experience, such as what channel the visitor was acquired through.

Their team recently ran a large ad campaign with a digital magazine.

With Intellimize, those who clicked the ads on the digital magazine site would be served a landing page variation that had an offer related to the publication. Additionally, the team experiments with different page elements, running 15+ variations of headlines, subheadlines, calls to action (CTA), 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 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 options to determine market tolerance. Within a few weeks of testing, they were able to pinpoint a clear winner and the right messaging to use with it, ensuring minimal churn.

Through these collective ongoing efforts, 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 bake the winning idea into the base site. With Intellimize, they are able to run multiple tests at once and let the system automatically identify 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, equating to more than 1 billion page combinations tested. With their previous A/B testing tools, it would have taken 50+ years to run an experimentation program of this scale!

“ 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

Working with the Intellimize team

The Intellimize team helps the meal delivery team up their game in thinking more deeply about the end-to-end customer journey. Their growth team is now serving up personalized experiences depending on where visitors are in the funnel. Based on this, they have felt encouraged to form stronger hypotheses and ideate better test ideas, leading to better results.

“ The Intellimize team is good at identifying patterns and seeing the bigger picture from our test results. 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. ”

- Growth Marketing Manager

An appetite for optimization

After years of an ineffective, uphill battle testing 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 next for this team? They see opportunity in driving more personalization with their current subscribers and are brainstorming how they can leverage customer data to push moments of delight, such as honoring the customer's subscription anniversary by sending a free meal or discount. While they have mostly focused on driving new subscriptions, there's a lot of opportunity to maximize order value and drive long-term loyalty from current subscribers.

To learn more about how to accelerate and scale website optimization and performance, [book a demo](#) with our team.