



CASE STUDY

Growing veg (boxes) – Abel & Cole



Shrivelling ROAS but blooming acquisition costs

Not ideal costs for growing a business...

In the veg box game, Abel & Cole are an established brand with a loyal and engaged crop of customers. BUT, due to multi-box discounts and diminishing return on ad spend, their acquisition costs were growing as fast as a leggy onion.

Finding the fertile ground

Using community insights, we were able to detect where consumers were already talking

Community conversations are 92% more likely to result in a sale over any other type of advertising, because people trust recommendations from people they know.

By partnering with Herdify – who specialise in AI community detection – we targeted these fertile hotspots with door drops.

Reaping the results

If word of mouth was the seed, our door drops were the Miracle Gro!

- The average response rate in Abel & Cole hotspots was **120% higher** than in areas with no communities
- The average response rate was **90% higher** than when just our model was used and **40% higher** than when just Herdify's was used
- The average order value was **6.8% higher** in areas with detected Abel & Cole communities
- The average number of veg boxes needed to see a positive customer acquisition cost **decreased by 30%**

