

EveryPlate PERKS

PACKAGE INSERT PROGRAM

AMERICA'S BEST VALUE MEAL KIT

- 153% Growth YOY
- More ways to customize your meals than any other meal kit

Perks is a weekly in-box partnership program in which we distribute a company's promotional inserts to our highly engaged, loyal, and affluent customer base.

TOP BENEFITS OF THE PROGRAM

- Reach new, loyal prospects every month
- Valuable opportunities for brand awareness, exposure, and engagement
- Most cost friendly than solo direct mail
- Explore value adds of match-back analysis, A/B testing, and offer placement
- Opportunity to scale within brand portfolio, including HelloFresh and Green Chef

CUSTOMER DEMOGRAPHICS

PREDOMINANTLY
FEMALE
(COUPLES/FAMILIES)



AVERAGE AGE

37

\$75K-\$100K AVERAGE ANNUAL
HOUSEHOLD INCOME

39%
LIVE WITH
A PARTNER

ACTIVELY SEEK
SHOPPING
OFFERS/DISCOUNTS



SPEC INFORMATION

Insert should be 8.5" x 5.5"

Barter swaps and paid placement accepted.
Pricing available upon request

EVERYPLATE PERKS SUCCESS STORIES

"From our initial test, conversion rate has increased by 14.2% and revenue generated +\$26K"

"We were looking to diversify our marketing mix to more offline channels and package inserts are a great acquisition channel for us to achieve \$30 CPA/CAC"

