



# HELLO FRESH PERKS PACKAGE INSERT PROGRAM

## AMERICA'S #1 MEAL KIT

- 3.6+ Million Monthly Packages & Growing
- 103% Growth YOY
- Trustpilot: Most 5-star Reviews Among All Meal Kits

Perks is a weekly in-box partnership program in which we distribute a brand'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 Green Chef and EveryPlate

### SPEC INFORMATION

Insert should be 8.5" x 5.5"

Barter swaps and paid placement accepted.  
Pricing available upon request

### CUSTOMER DEMOGRAPHICS

PREDOMINANTLY  
**FEMALE**  
(COUPLES/FAMILIES)



**72%**  
ARE MARRIED

**54%**  
OF CUSTOMERS  
ARE 25-44

**\$117,000**  
AVERAGE ANNUAL  
HOUSEHOLD INCOME

### HELLOFRESH 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"

