

Assembly

512 Box Launch



Goal:

Sell as many 512 Boxes as possible.

Approach:

Stay as Austin-Centric As Possible



Channels

Email

Engaged Customer List (50K+ Subscribers)
Assembly, Comedor, and Garage Bar

Digital

GoogleAds

Landing Page

Unbounce + Shopify

Social Organic + Paid

Pinterest

Facebook

Instagram

Influencers (7 Million+)



Paid Creative | Stills



AUSTIN-SPECIFIC



NATIONAL



RETARGETED

Paid Creative (GIF) | FB & IG Stories



AUSTIN-SPECIFIC



NATIONAL



RETARGETED

Strategy



Paid Strategy

Audience	Key Message(s):	Budget
Austin Geo- Target (Austin General, Austin Foodies)	1. A gift box for those who make living in Austin their personality trait 2. A gift box for those who will eat anything	50%
National Austin Affinity Target (Nationwide w/ Austin Affinity based on connected pages)	1. A gift box for those who may have left Austin but heart remain 2. A gift box for those who will eat anything	20%
Retargeting (Retargeting those who have been served ad in previous days / weeks)	1. (Above) + Holiday Gift 2. Buying Urgency Copy	30%

Email Strategy

Audience

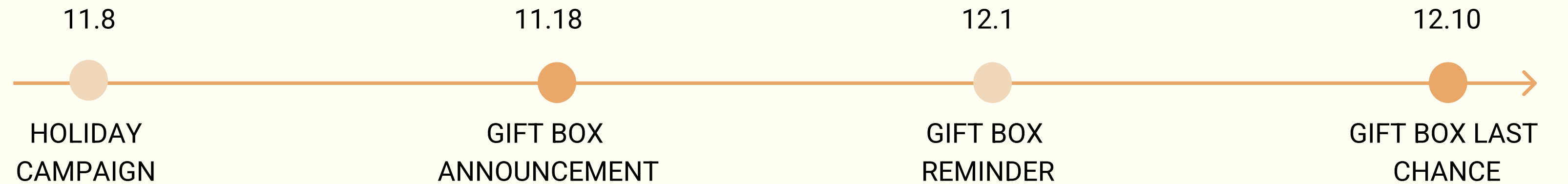
Austin Local Engaged
(Assembly, Comedor, Garage)



National Engaged

National Engaged (recipients who have booked an event with Assembly in the past)

National messaging version for broad audience



The Performance



\$24K
Budget

796
Units Sold

60K
Gross Revenue*

150%
Gross ROI



*Revenue in total; not excluding
cost of goods & manufacturing

Still selling and adding
more CPG options

Paid Social Results | | FB & IG

Target	Placement	Reach	Link Clicks	CTR%	Cost	CPC	Confirmed Purchases*
Austin Geo	Feed (FB/IG)	81K	2.8K	3.5%	\$6.8K	\$2.42	50
Garage/Comedor Email Lookalike	Feed (FB/IG)	39K	1K	2.6%	\$3K	\$3.00	34
Garage / Comedor Retarget	Feed (FB/IG)	6.0K	276	4.6%	\$750	\$2.71	2
National Target	Feed	26K	927	3.6%	\$1.5K	\$1.61	2
Austin Geo	Story	78K	2.5K	3.2%	\$6.0K	\$2.40	40
Garage/Comedor Lookalike	Story	11K	208	1.9%	\$500	\$2.40	3
Garage / Comedor Retarget	Story	3.0K	71	2.4%	\$230	\$3.23	-
National Target	Story	31K	505	1.6%	\$1.1K	\$2.18	4
FB / IG Page Interaction Retargeting	Feed (FB/IG)	6.5K	207	3.2%	\$2.0K	\$9.66	13
BLK FRI - Combo	Feed + Story (IG)	11.0K	70	0.63%	\$1.3K	\$18.57	3
	TOTAL	203K	8.6K	4.2%	\$24K	\$2.79	151
	CPG Benchmarks	-	-	0.71%	-	\$0.71	
	All Industries Benchmarks	-	-	0.90%	-	\$1.82	

We saw the strongest performance among our Austin Geo-targeted campaigns as well as our retargeting & lookalike campaigns (we retargeted FB/IG Page interactors as well as our Garage/ Comedor email list + a GC email lookalike audience)

We are able to confirm 150 purchases driven by our IG campaigns thus far; however, estimates show that only 11% of users worldwide are opting into iOS tracking, so this is a directional sample used to allocate spend / optimize.

Email Results

	Sent	Delivered	Delivery %	Unsubs	Unsub Rate	Unique Opens	Unique Open %	Unique Clicks	Unique Click %	Open to Click Rate	Boxes Sold	Gross Revenue
Comedor	19,117	19,027	99.5%	444	2.3%	10,258	53.9%	232	1.2%	2.3%	45	\$3,375
Industry Average	-	-	87.0%	-	.1%	-	15.2%	-	1.7%	11.3%	-	-

What these metrics mean:

Delivery % = Percentage of emails that made it to the recipient's email service provider (did not bounce or get rejected) Unique Open % = Individual recipients that opened / emails delivered

Unique Click % = Individual recipients that clicked through in the email / emails delivered

Open to Click Rate = Unique Clicks / Unique Opens, this indicates engagement with email content