

Success Stories > Chef'd

Chef'd



Success Story

Offering super eats for Super Bowl Sunday

Working with digital marketers MuteSix, this food delivery service achieved a 5X return on ad spend using link ads and Custom Audiences to reach football fans with meal deals for Super Bowl Sunday.

5X

return on ad spend

84%

lower cost per acquisition, compared to other retargeting channels

Their Story

Delivering an experience

[Chef'd](#) simplifies home cooking by delivering pre-measured ingredients to your door and easy-to-follow recipes inspired by chefs, restaurants and cookbook authors. Customers choose the meals they want, when they want them, with no subscription required.

Their Goal

Driving deliveries

Chef'd wanted to increase sales of a special Super Bowl package called Big Game in a Box. With ingredients and player-inspired recipes to feed 8 people, it was promoted in partnership with the NFL Players Association and Bolthouse Farms.

“Facebook has been a reliable source of cost-effective customer acquisition for Chef'd. Not only did we have access to millions of potential customers for Chef'd on Facebook, but the platform also provides effective tools for reaching existing customers and strengthening their relationship with Chef'd.”

Stewart Anderson, CMO, MuteSix

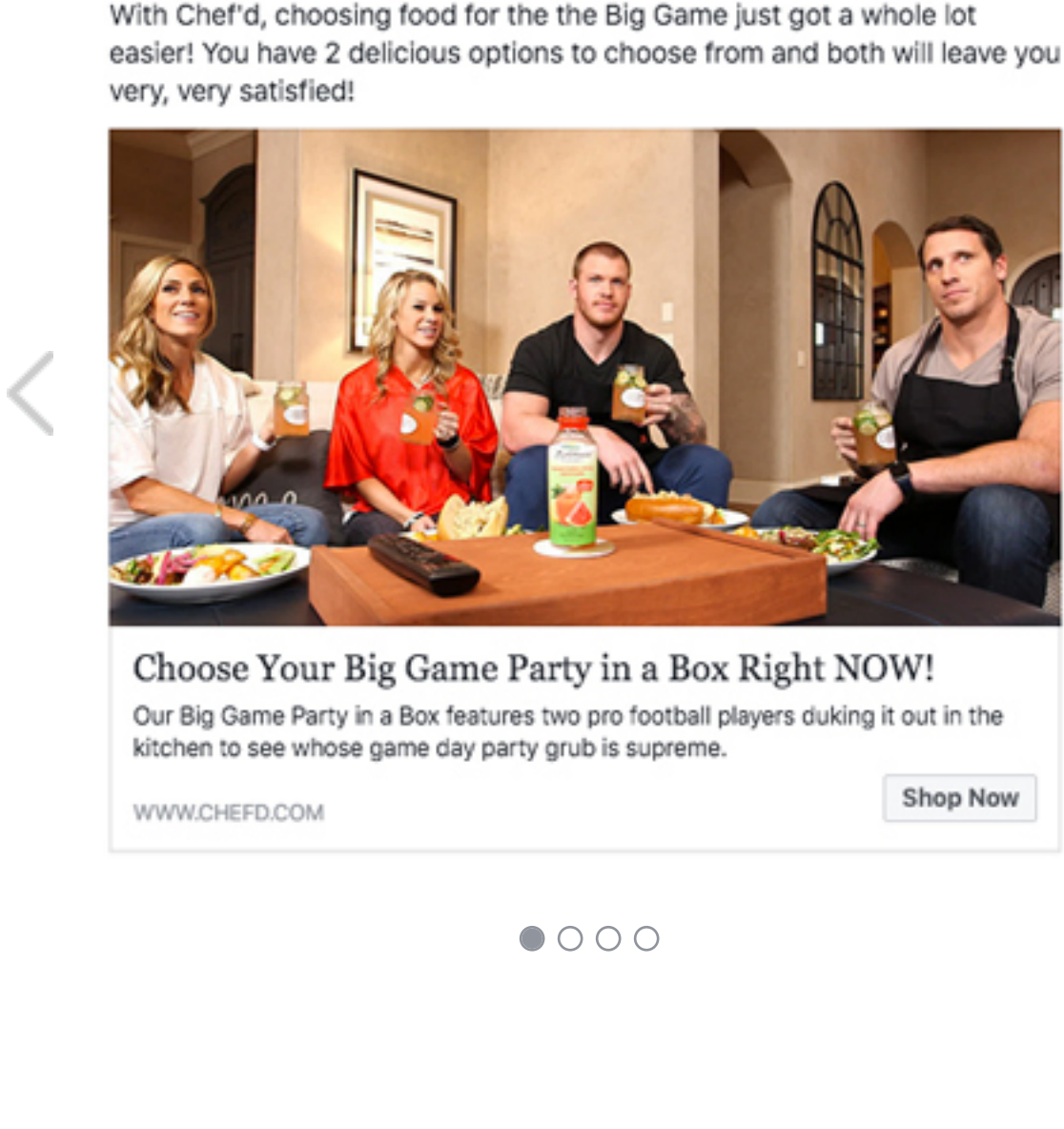
Their Solution

Inspiring fans with food

The Chef'd Super Bowl campaign relied heavily on the [Facebook pixel](#), which you can embed on your website to track the actions people take, so you can retarget them with specific ads. Chef'd placed Facebook pixels on pages throughout its website, and then targeted several audiences with the help of MuteSix.

To reach new potential audiences effectively, MuteSix delivered [link ads](#) to people with interests compatible with the campaign, and optimized the ad bids for people most likely to make a purchase. Audiences included people interested in tailgating and professional football, as well as parents with teenaged kids and people who like entertaining. These audiences saw ads with a “Shop Now” call-to-action button leading to a Super Bowl-specific landing page.

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Products used

- [Ads](#)
- [Conversion Tracking](#)
- [Custom Audiences](#)

Goals

- [Drive Online Sales](#)

Their Success

A super success

MuteSix’s game plan for the Chef’d Super Bowl campaign succeeded in attracting many new customers with a very low cost per acquisition, and a winning return on ad spend.

Between January 25–February 7, 2016, the campaign achieved:

- 5X return on ad spend
- 84% lower cost per acquisition, compared to other retargeting channels



Keys to Success

Experiment with targeting

Try different targeting features, such as location, demographics and interests targeting to reach the people you want. You can also upload a customer list using Custom Audiences or build a Lookalike Audience to reach the customers that matter most to your business.

Track your return on ad spend

Use conversion tracking to monitor actions people take after clicking your ads, such as making a product purchase or signing up for a newsletter. For best results, optimize your ad bid for more conversions.

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