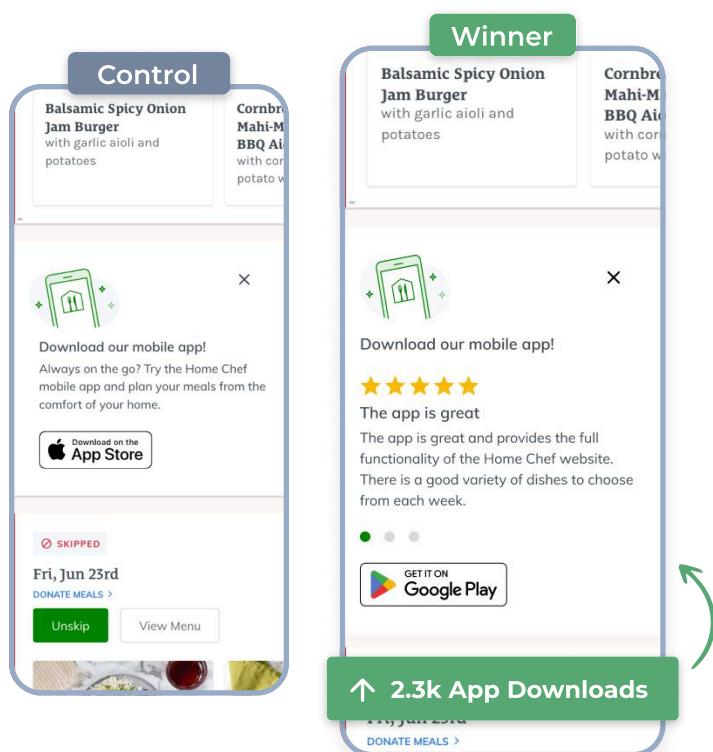
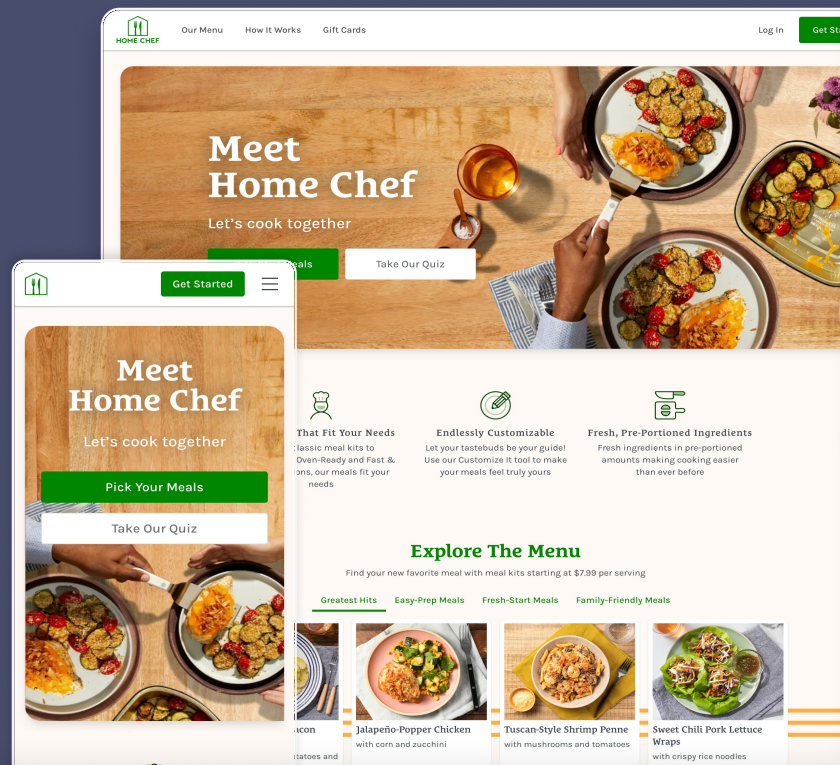




Boosting Revenue and Long-Term Success for Home Chef

As a direct-to-consumer meal kit subscription service, Home Chef faced unique challenges when trying to stay ahead of the competition. Looking to make strides without costly missteps, they partnered with Cro Metrics to help them find and expand on high-impact, high-return optimizations.



Through Our Experiment-Led Approach We Increased:



Annual revenue impact **\$9.2M**



App downloads by **2.4K**



Subscription sign-up by **37.1%**



Clicks to reactivate subscriptions by **83%**

The Cro Metrics Process

Our strong culture of experimentation allows our experts to break down and test multiple solutions for every challenge. With over 30k tests in our database, we always start with a strong foundation to accelerate our clients' speed to impact.



Here's how we broke down the challenges and tested into sustainable, scalable solutions:

The Goals

- Increase subscription sign-ups
- Increase subscription reactivations
- Increase app downloads
- Increase on-site engagement
- Reduce subscription cancellations

Our Strategy

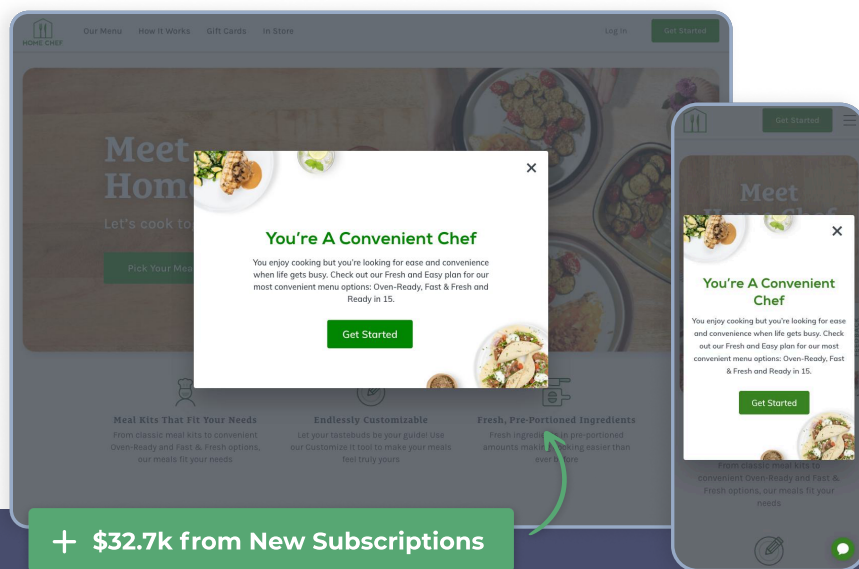
For such a holistic challenge, we started by using Iris, our integrated reporting and data platform, to track and analyze the digital customer journey. This allowed our experts to clarify what was actually working, what wasn't, and uncover opportunities for maximum impact. From there, we built a quantitative, full-funnel strategy and roadmap that included initiatives to:

- Build brand trust
- Engage more closely with customers
- Optimize the on-site experience
- Highlight brand value

The Execution

Through 25 longitudinal tests, we unlocked additional growth opportunities and identified some key high-level learnings.

- Social proof and benefits in interstitials build brand trust and increase downloads
- A personalized quiz drives engagements and sign-ups
- Shortened landing pages lead to more conversions
- Conversational language boosts reactivations



Like most of our enterprise clients (97.1% of them), Home Chef continues to work with us to build on the success of the initial strategy. With our continued learnings, we're able to build and refine growth solutions no matter how much the marketing landscape changes.

At Cro Metrics, our track record of results starts with more than 30,000 client experiments under our belt. Our time-tested experiment-led process, bank of winning test results, proprietary analytics tools and high-impact growth roadmaps help us propel clients like Home Chef to the next stage of growth.

**Learn more about how Cro Metrics can evolve your business
at crometrics.com**