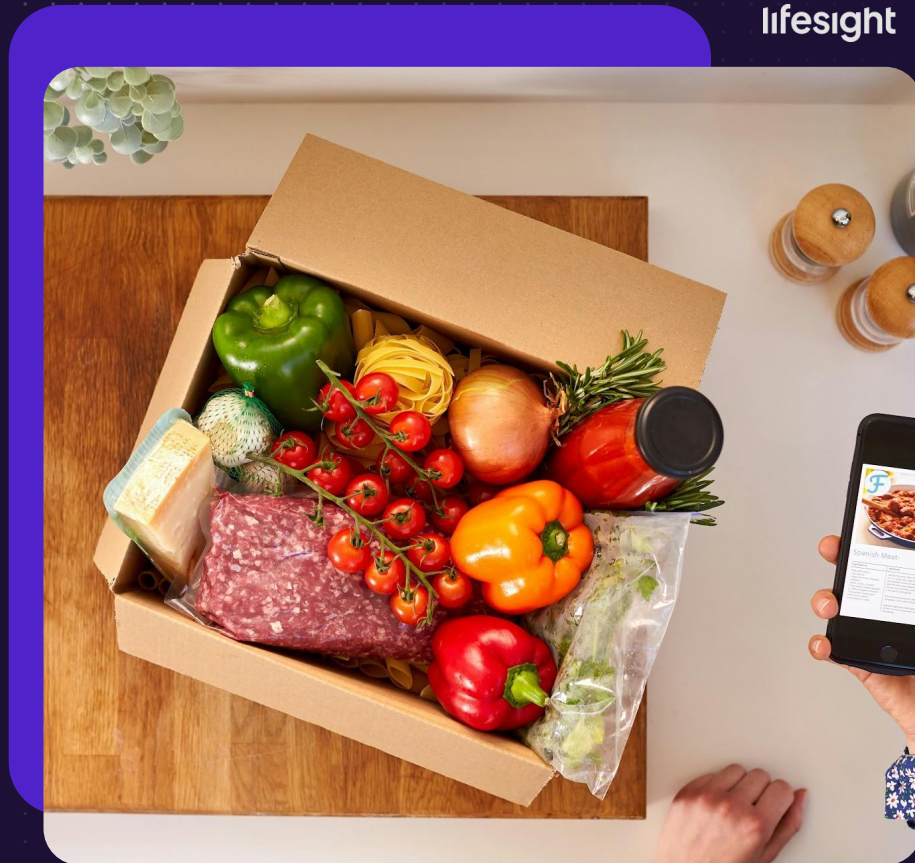


Boosting New Subscriptions By 17% in 12 Weeks For a Meal Kit Service Business

CASE STUDY

lifesight



Brand Snapshot

Founded in 2019, a subscription-only meal-kit service ships chef-curated, pre-portioned meals nationwide via its DTC website serving 90k+ active subscribers who are time-pressed food lovers.



Category

DTC Subscription-based Meal Kits

Sales Channels

Shopify DTC

Media Channels

Influencers, Meta, Google, Tiktok, CTV

Annual Revenue

\$75M

Ad Spend

\$14.5M

Blended CAC

\$178

Challenges

Despite healthy consumer appetite for meal-kit convenience, the brand found its subscriber growth stalling. Customer-acquisition costs had climbed 35% in 12 months as promo-heavy retargeting and branded search cannibalized organic demand. Leadership lacked a causal view of which channels truly delivered net-new diners versus those simply poaching existing intent—making it impossible to scale spend with confidence or defend margins to Finance.

- ❌ Rising CAC & promo-driven sign-ups eroding LTV
- ❌ Last-click reports overvalued retargeting & branded search.
- ❌ Leadership needed proof of incremental growth before scaling



Solution

To cut through the attribution fuzziness, the brand partnered with Lifesight and deployed a unified causal-measurement playbook. We built the brand's first MMM, then ran a set of six-week geo-experiments that cleanly isolated incremental lift for their top tactics. Armed with these truths, Lifesight's Planner automatically re-allocated budget from promo-heavy retargeting to high-LTV channels like TikTok and CTV, as well as projected marginal ROAS and payback before a single extra dollar went live.

Ingest & Model

2 weeks



We ingested 2 years of data & mapped their causal graph to build their first MMM and to estimate channel contribution & generate hypotheses for testing

Design & Deploy

6 weeks



We designed & deployed geo-experiments for top spend tactics across 30 DMAs social, search and CTV to reveal true incrementality & marginal returns

Calibrate & Forecast

1 week



We calibrated the MMM & ran the forecasting using our scenario planning tool to predict new subscriptions before deploying optimized budget allocation

Optimize & Track

2 weeks



We re-optimized the budget allocation & campaigns based on the new insights & recommendations & tracked progress of improvements.



"Search & Meta Campaigns worked well in the past, so we were reluctant to modify the budget mix, until Lifesight's platform verified the incrementality of a new channels and gave us budget recommendations to unlock true incremental conversions"

- Director of Performance Marketing

Results

In just 12 weeks, Lifesight's unified approach flipped spend from waste to growth: new-subscriber volume rose 17% with no budget increase, 60-day LTV climbed 12%, and re-deploying budget of redundant retargeting unlocked an extra \$1.4M in verified incremental revenue. TikTok, Influencers and CTV activations drive incremental returns, giving Marketing and Finance a shared, causal source of truth to scale confidently.

Incremental Revenue

+\$1.4M

New Subscribers

↑ 17%

60 Day LTV

↑ 12%

Reduction in CAC

↓ 15%

Key Takeaways

When ad dollars start proving causal lift instead of recycled clicks, the conversation in the boardroom changes. Lifesight's gains—more revenue, lower CAC, higher LTV—translate directly into healthier margins for Finance and fresh headroom for Marketing, aligning the CMO's growth agenda with the CFO's mandate for disciplined returns.

- ✓ **Self-funded growth loop** – Redirecting previously wasted spend generates incremental revenue that bankrolls the next acquisition push without tapping extra budget.
- ✓ **Stronger unit economics** – Lower customer-acquisition costs paired with higher lifetime value widen contribution margins and accelerate payback, turning each new cohort profit-positive sooner.
- ✓ **C-suite alignment on truth** – Proven causal lift from key channels lets the CMO scale with conviction while the CFO gains hard evidence to justify every marketing dollar.



Ready to Unlock Incremental Growth?

Book a 30 min demo & claim your free 7 day ad waste audit

Email tom@lifesight.io or visit lifesight.io

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