

THE EQUAL FOOD INCREASED SALES IN 153% AFTER 6 MONTHS

HOW WE DID IT?

- DIGITAL BRAND MAP
- SEO UPGRADE
- PAID MEDIA STRATEGY
- 24/7 PERFORMANCE



The Equal Food Co. is a Portuguese startup with the mission to save food waste by distributing (im)perfect fruit and vegetable baskets at the doorstep that would otherwise end up spoiled.

Gigantic set up all the tracking tools to assess the customer journey, understand their pain points and possible conversion points. The site was optimized in order to rank for more generic keywords and, consequently, with higher traffic in order to maximize the generation of organic traffic.

The strategy also included the construction of a narrative with a strong argumentation to make the public aware of the brand and promote their purchase. In order to give strength to the whole strategy a paid media strategy was developed in order to work several funnel phases using Google Ads, Meta Ads and Pinterest Ads.

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Their efforts in the first couple of months of our partnerships were relentless and the results were immediate and meaningful.

It was the single best decision we could have made to take our customer acquisition strategy to the next level.

LUKAS
FRIEDMANN

Co-Founder
Chief of Growth and Operations
The Equal Food Co.

KEY RESULTS

+153%
UNIQUE SALES
L4L FEBRUARY

+ 68%
ACTIVE
SUBSCRIPTIONS
IN 6 MONTHS

+ 256%
WEBSITE TRAFFIC
IN 6 MONTHS

