




GET THE BEST PREPARED MEAL DELIVERED TO YOUR DOOR
SERVICE IN RICHMOND

Personalized Meals Made With Your Needs in Mind

A few of my favorites:



Glass Noodles Pancit with Chicken and Ginger Almond Sauce


The answer to your cravings: Glass noodles are an alkalizing pasta alternative that offers a canvas for a delicious almond-butter sauce and crunchy cabbage stir fry.

“What I love most about Territory is that no matter how crazy my day is, how little sleep I'm getting or how fussy Preston has been, I can always rely on their food to make me feel great. It never feels like a second-best choice. Instead, it feels like a restaurant-quality meal delivered to my home. Territory helps me be the best mom I can be.”

Franklin Benjamin

YOUR ESSENTIAL NUTRITION MADE EASY

5 Tips for Staying Nourished



We partnered with **Lizzy Swick, RDN**, leading postpartum expert, to develop this menu focused on healing, replenishing nutrients, and boosting your energy through nourishing foods.

1. **Absolutely no extreme diets:** this is a time for balanced nourishment.
2. **Focus on nutrient-rich, unprocessed foods** to help you heal from the inside-out.
3. **Embrace abundance** with plenty of calories and balanced macros.
4. **Choose easily digested foods** that are

Nice to meet you 🌻

Who's going to be eating these meals?

1 About You

2 Meals

3 Checkout

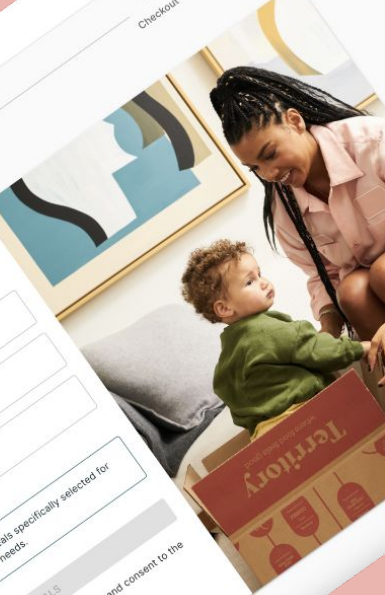
Full name *

Email *

Zip code *

If you started with two meals specifically selected for pre- or post-natal needs.

Use and consent to the



Case Study

Territory Foods

Background

Territory

FRESH-PREPARED MEAL DELIVERY | B2C

Delivers fresh-prepared meals to customers nationwide and provides a separate SaaS business line to offer operations and digital tools to wellness brands looking to open a new business line.

User Types

Existing Customers

Customers of Territory who are interested in engaging in this new offer

Mom Influencers

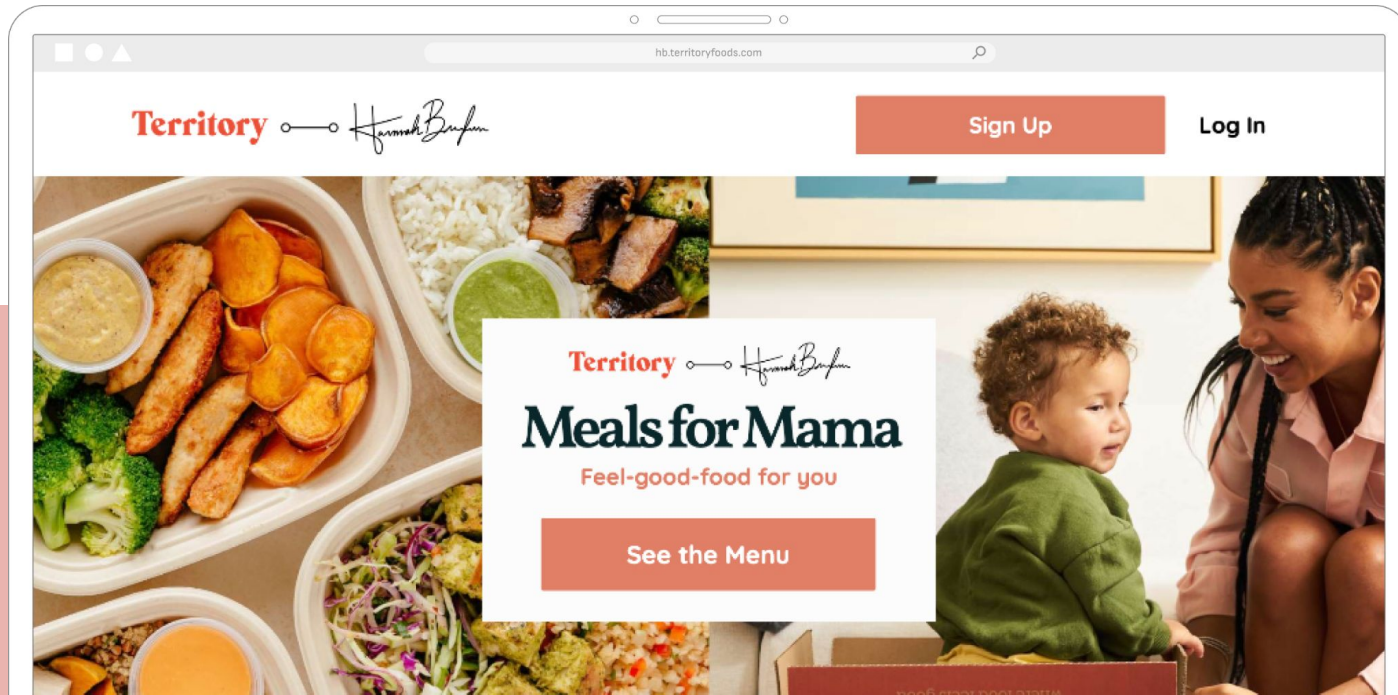
Influencers who come to the brand partnership via Hannah Bronfman

Net New Customers

Customers have no prior knowledge of fresh-prepared meals

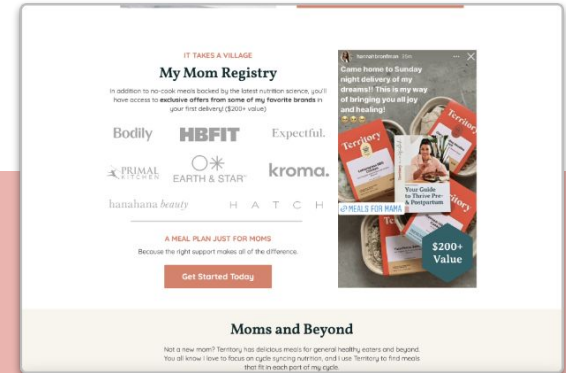
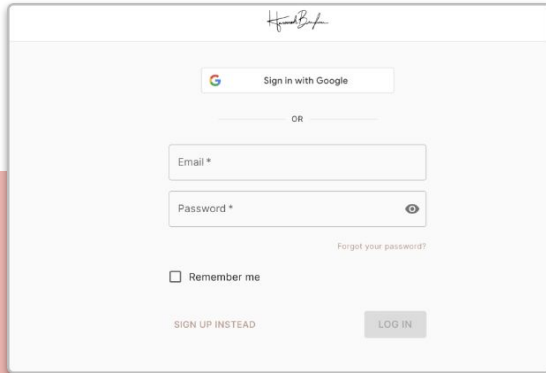
Meals for Mama Landing Page

Micro-community partnership to drive new customers



Core Problem to Solve

Customers need more information before committing to such a large purchase



Goals

Concisely communicate the value propositions to build excitement and increase entrances to the top-of-the-funnel

Project Brief

Core Problem to Solve

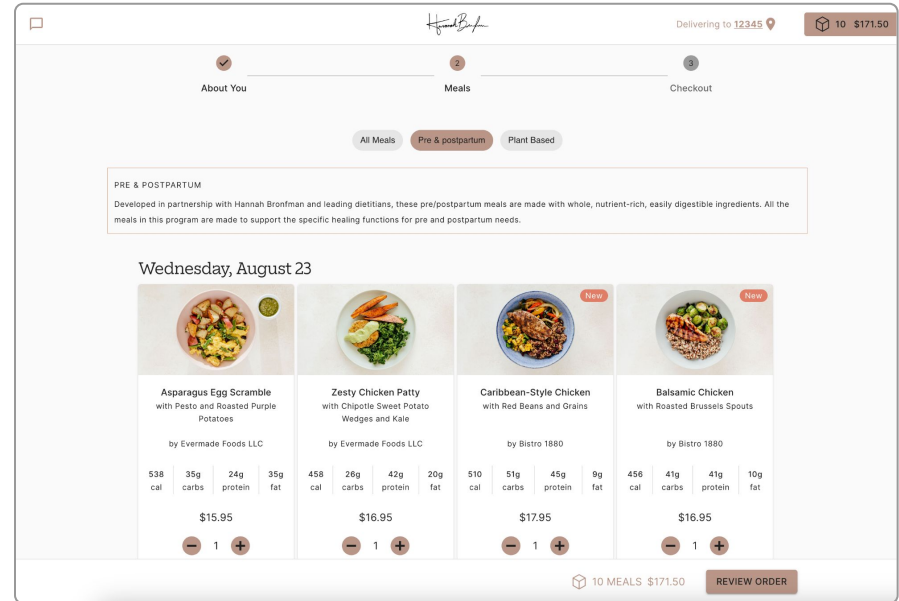
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Goals

Concisely communicate the value propositions to build excitement and increase entrances to the top-of-the-funnel

Business Opportunities

- Increase campaign adoptions
- Build brand equity for influencer for Proof of Concept



Purchase Funnel

Current State

Previous Solutions

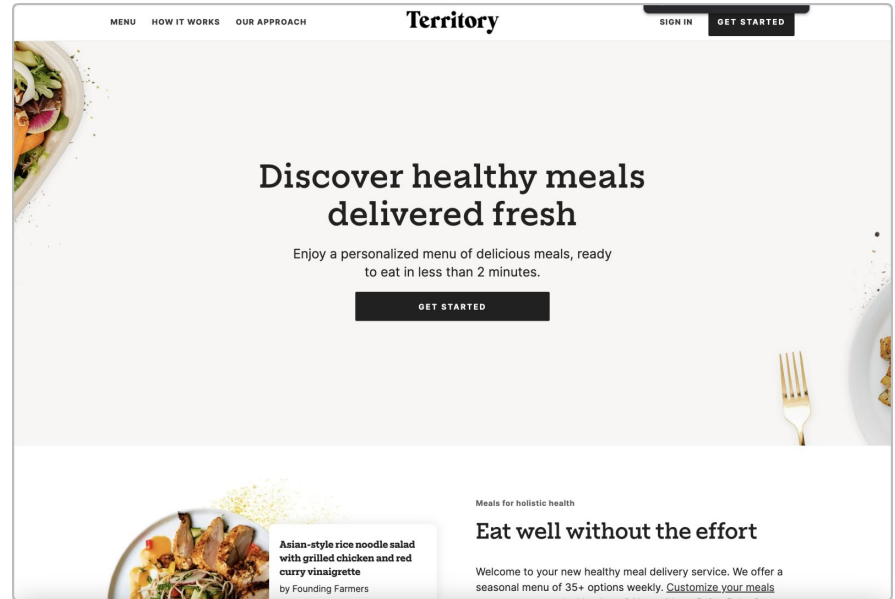
Currently linking directly to the Territory homepage

Issues

- Lacks brand continuity
- Campaign look/feel is disjointed
- Difficult to attribute traffic to the campaign

Project Requirements

- Built in Unbounce
- Explain the program and benefits
- Lead generation



Territory Homepage

Success Metrics

- ✓ Site traffic and top-of-funnel conversions
- ✓ Differentiation of product experience from legacy brand
- ✓ Marketing lead list generated

Plan/Approach

1. Conduct initial research
 - a. Internal: Review past case studies and journey map
 - b. External: Interviews and competitive analysis
2. Synthesize findings
3. Create wireframes in Figma
4. Develop a style guide for brand
5. Build designs in Unbounce
6. Set-up a live A/B Test of top approved layouts
7. Pass to data team to set up tracking from URLs
8. Observe site traffic trends and adjust page content as needed

Roles and Tasks

Marketing team owned the project but collaborated with Product and Engineering

My Roles and Responsibilities

Lead Designer

Timeline

3 weeks

Core Team



Lead Designer



Paid Partnership Director



Brand Director



SEO



Culinary Lead



Social Media Strategist

Stakeholders



External Stakeholder

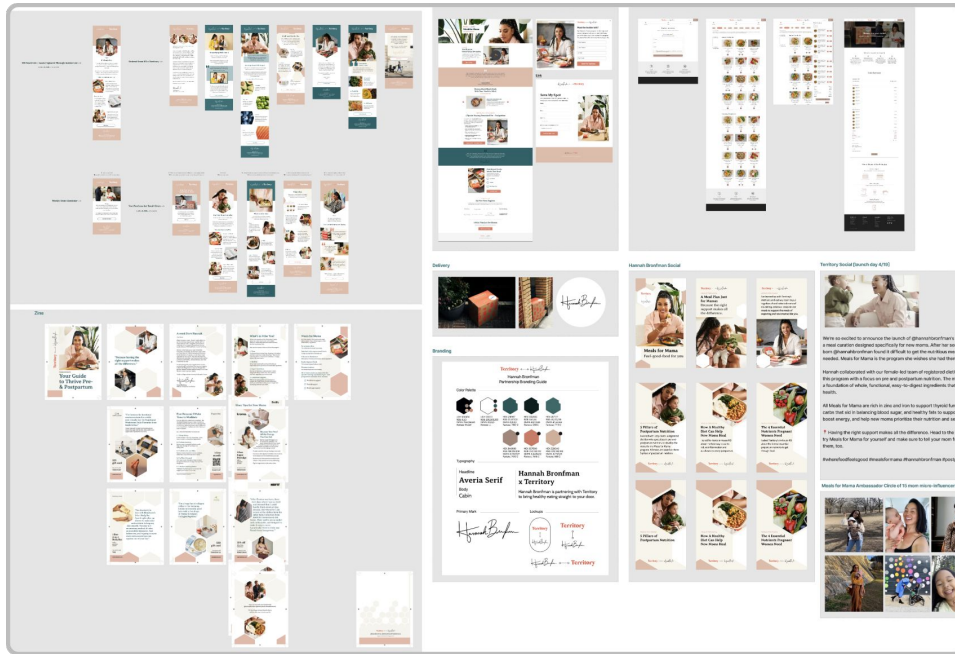


Internal Stakeholder



Internal Stakeholder

Research



Internal

- Reviewed prior successes and shortcomings of other landing pages built in Unbounce
- Chart the user journey through brand experience and funnel

External

- I interviewed 4-5 New-Mom users
 - “What’s most important when looking for meals for you?”
- Competitive analysis

Research Results

Key insights were largely centered around which value propositions were most compelling and how these users think of products/services like this partnership

Pre- and postnatal nutritional focuses are a priority for users

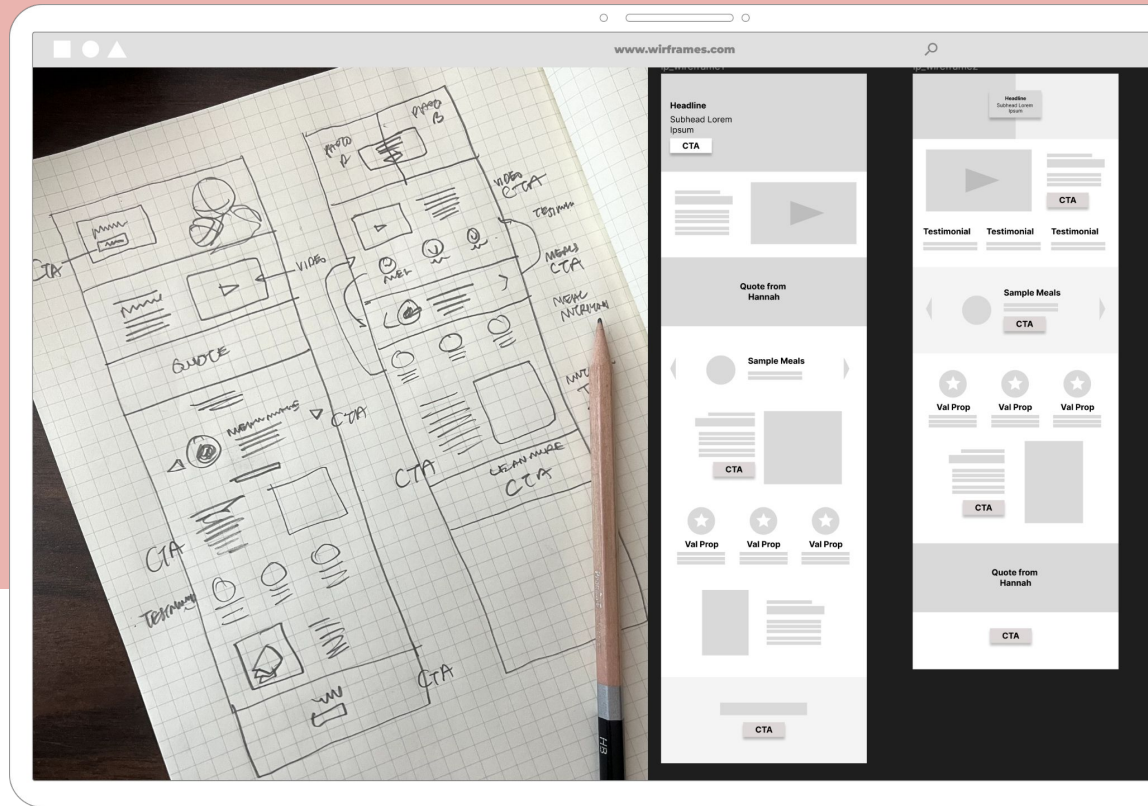
User hesitancy because of price

Need a way for users to “save and come back” or be retargeted

Mobile traffic is a priority

Because of the stakeholders major platforms we predict most traffic will come from mobile

Wireframes



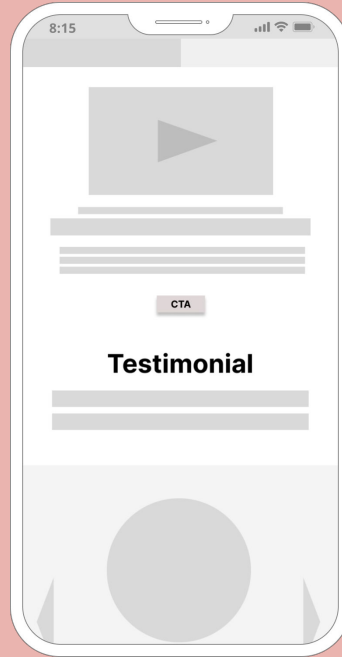
Wireframes

Based on user interviews:

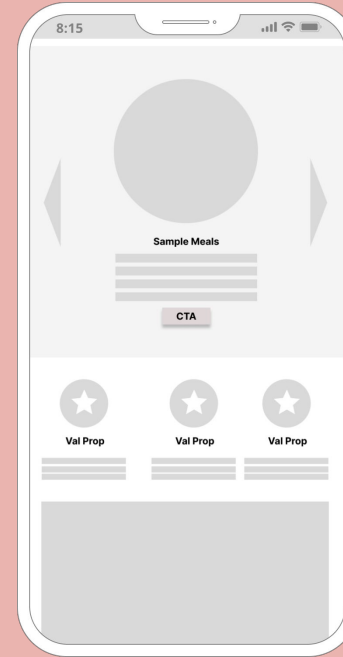
- High-value in support by other moms
- Variety is a key-differentiator
- Validate strong partnership connection

Based on key insights from previous landing pages:

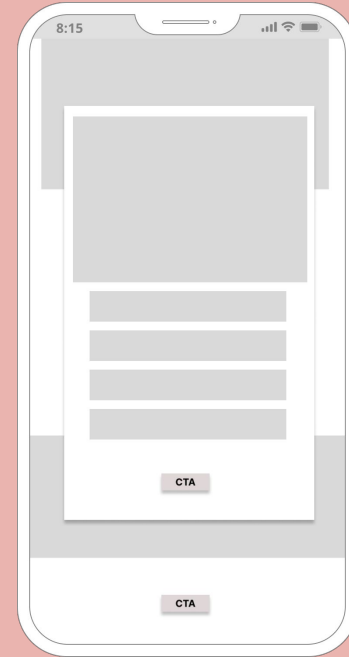
- Lead generation has a higher engagement rate if present towards the end of the page



Community endorsements placed high on the page to drive confidence



Sample menu carousel to speak to variety



At 75% page completion, a module is triggered to collect retargeting information

High Fidelity

www.wirframes.com

Territory *Handcrafted*

Meals for Mama

Feel-good-food for you

See the Menu

HI MAMAS!

You Deserve Great Meals Everyday

I've teamed up with Territory's dietitians and culinary experts to put together a hand-selected menu of nourishing, delicious, ready-to-eat meals to support the needs of busy parents like you.

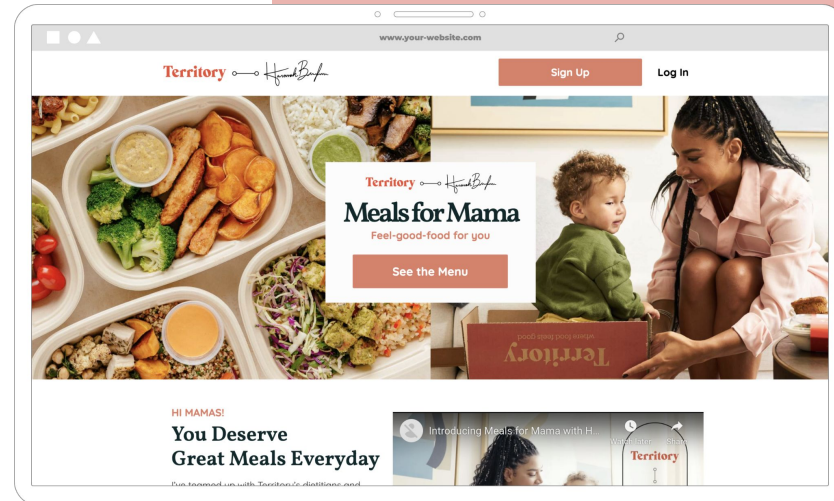
Introducing Meals for Mama with H... Watch later Share

Territory *Handcrafted*

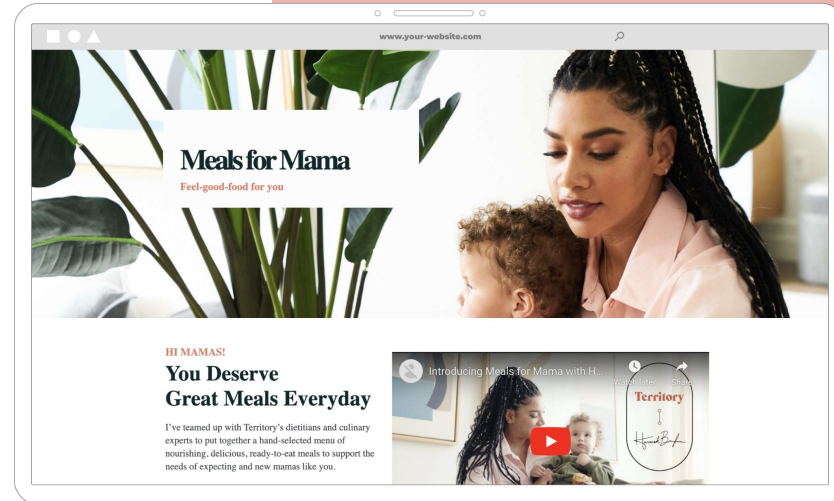
High Fidelity

- After our initial launch, our team found placing CTAs in a mock-header worked to increase entries into the sales funnel
- We also noted a higher value in seeing the meal offerings sooner
- Initial assumptions around the video content proved to be correct in that it was a high engagement point for our users

Variant A
(champion version)

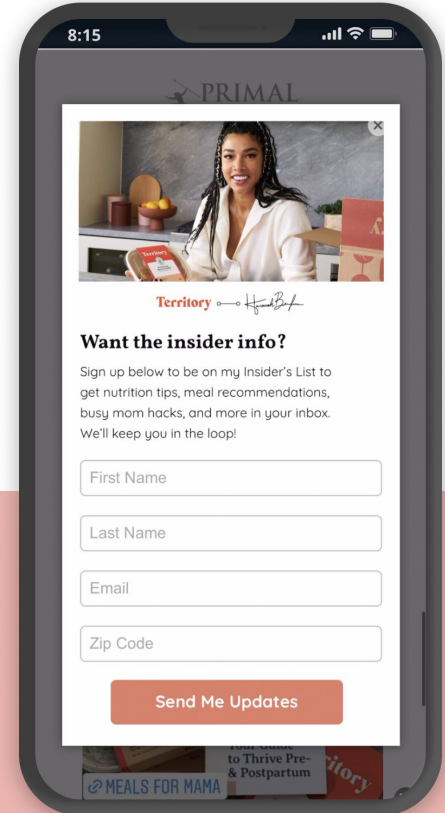
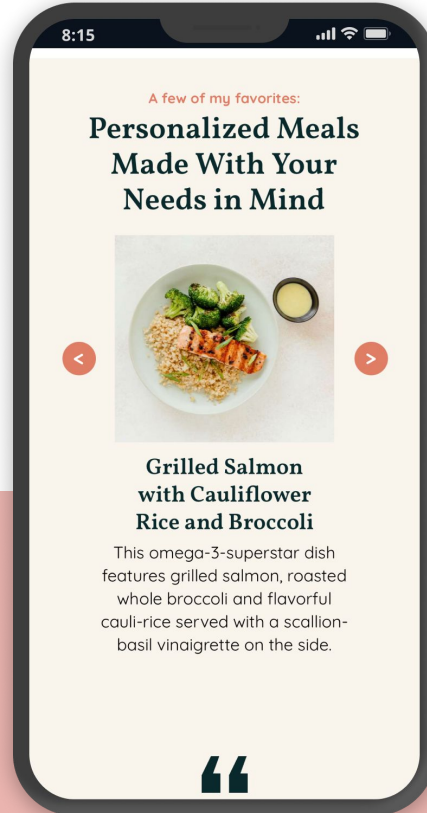
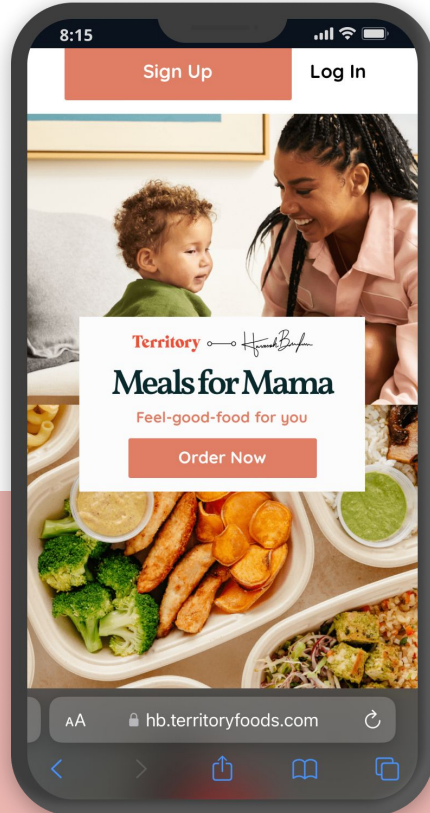


Variant B
(earlier version)

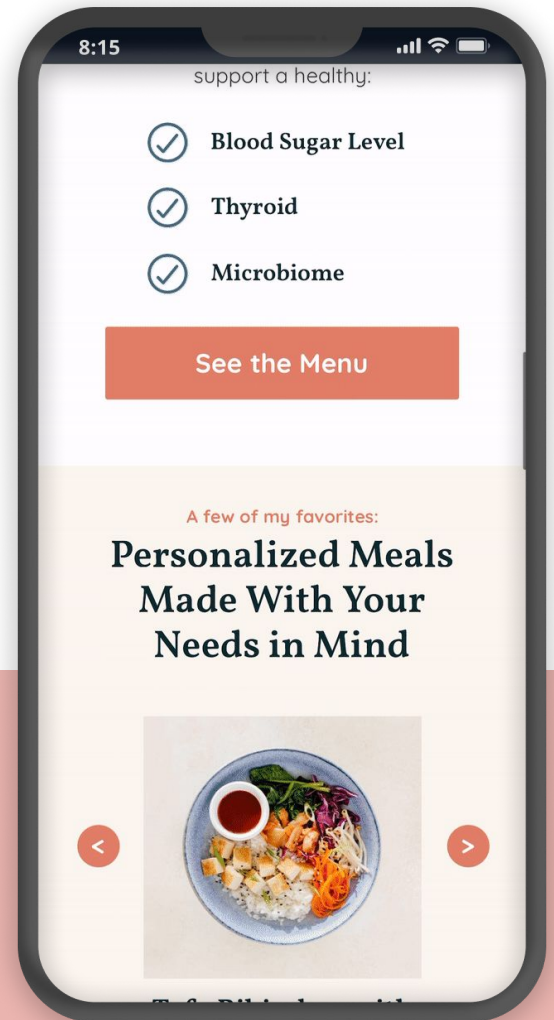
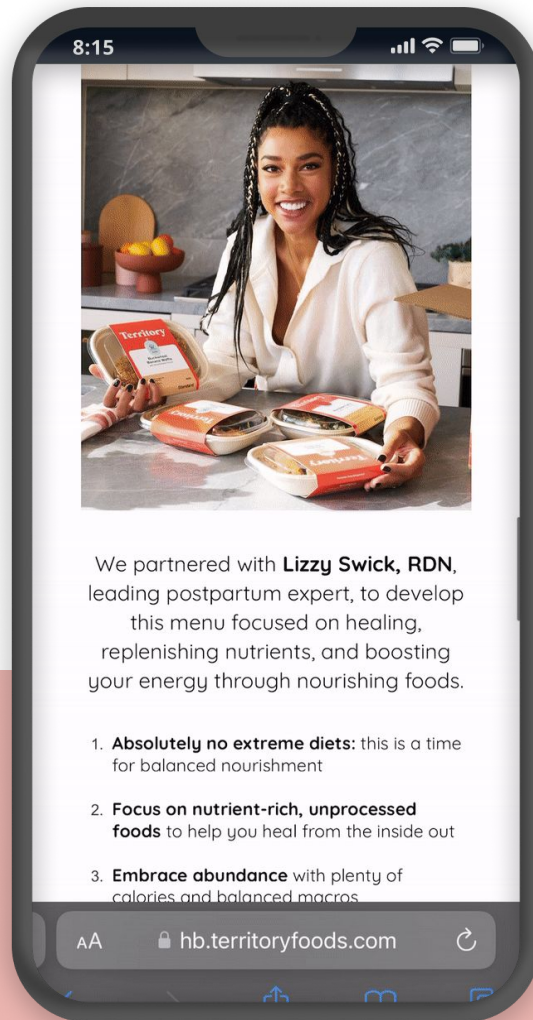


High Fidelity

After reviewing our testing results, we found this version to yield the best conversions of both funnel starts and lead generations.



Prototype



Results

- ▲ High site traffic into sales funnel (35% click-through rate)
- ▲ Audience reach was predicted at 12 million potential impressions between partnerships and publication shares

Key Learning

Our initial concerns around the product costs were validated by the lack of customer completion of the order funnel—of the 35% of users sent to the funnel less than 5% completed their purchase.

Moving forward, I advocated strongly for the inclusion of more language related to pricing as well as more initial incentives.