

SUCCESS STORY

Blue Apron Generates \$40k in 30 Days

Blue Apron partnered with StackCommerce with hopes of expanding outside of the female demographic. In addition to finding great success with new male heavy audiences, Blue Apron benefited from massive brand exposure - including editorial pieces written across a wide variety of publishers.

Terms: 3 Meals for 2: \$27 (60 Value) or 3 Meals for Family: 35 (\$70 Value)



\$40K+

Revenue Generated

1,500+

New Customers Acquired

100+

Editorial Features

stackcommerce

A screenshot of an AOL Lifestyle article titled "Cook healthy gourmet meals with 54% off Blue Apron". The article features a video player with the text "MEAL KITS ARE THE HOTTEST NEW FOOD TREND". The article content includes a description of the meal kit, a price of \$27 (54% off the original price of \$59.94), and a list of benefits. The screenshot also shows the AOL navigation menu and social sharing options.

Blue Apron: 3 Delivered Meals for 2 People
Impress a Date, Friend, or Family Member with Sustainable Ingredients & Recipes for Two

\$27 ~~\$59.94~~ 54% off
by Blue Apron

Choose Plan:
2-Person Plan \$27.00 ~~\$59.94~~

ADD TO SHOP

Ending In: 4 days

MEAL KITS ARE THE HOTTEST NEW FOOD TREND

If you're like us, cooking healthy, tasty meals (especially for the entire family) can be a serious headache. Next time you're stuck in a cooking rut, try Blue Apron as the perfect way to mix things up. Blue Apron provides complete recipes and pre-portioned ingredients for seriously delicious meals and delivers them straight to your door.

While going to a restaurant can result in going way over your goal calorie intake, you can feel good about eating with Blue Apron. Each of the gourmet ingredients is sustainably sourced, farm-fresh, and the meat selections are even anti-biotic free. Each meal only adds up to 500 to 800 calories per serving, so you can sneak in that glass of vino without hesitation.

You can't beat the AOL Shop's price: three healthy, artisanal meals for two for **only \$27!** So go on, saute, bake, and toss together some tasty meals.