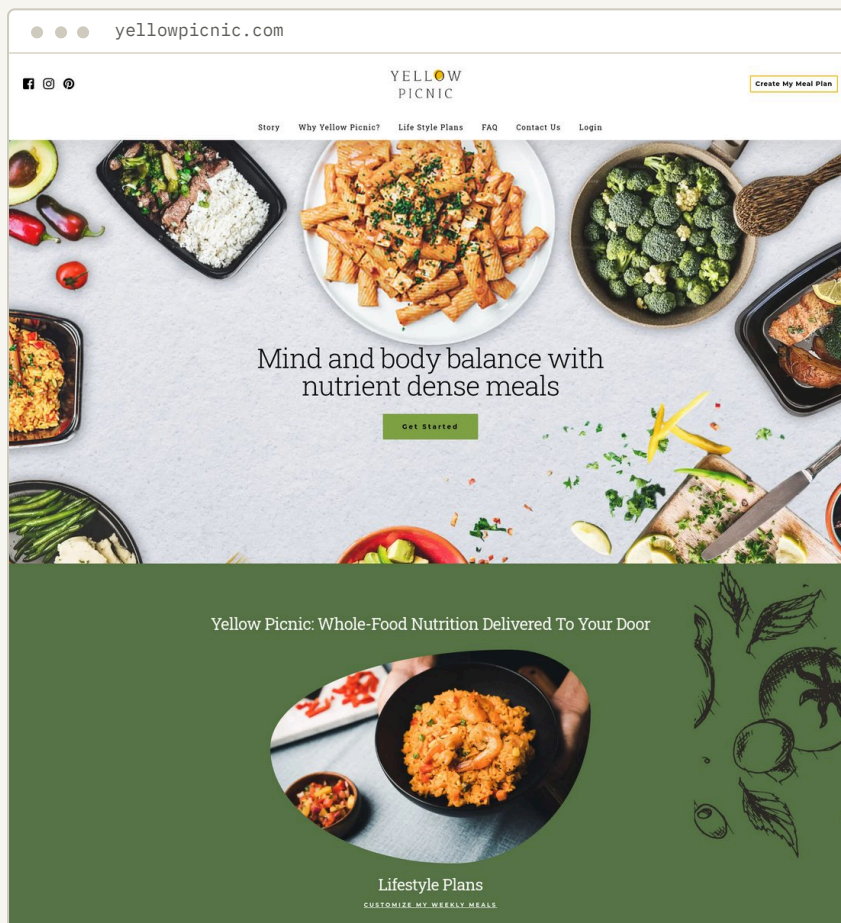


YELLOW PICNIC

A new meal-plan store that brought in **\$15,000+** in its first four months.



YELLOW
PICNIC

\$15K+

Revenue in the store's first four months of operation.

CLIENT

Yellow Picnic

SECTOR

Meal-plan delivery, sold online

THE WORK

Store build, automation, connected data and ad audiences

GOAL

Significant revenue in the first few months

Build measurement into the launch, and the ads **have something to learn from.**

THE STARTING POINT

Yellow Picnic needed a new online store that could take recurring meal-plan orders and bring in significant revenue within its first few months.

WHAT WE DID

Our team built the store with subscriptions and automatic payments, automated routine customer service, and connected the store's tools so visitor and order data fed the Facebook and Google ads.

WHAT CHANGED

The store ran with little manual work, and the ads could reach people based on what visitors actually did on the site.

\$15K+

Revenue in the store's first four months of operation.

Over \$15,000 in revenue, from launch to the end of month four.

WHAT THIS MEANS FOR YOU

A launch is the easiest moment to set up tracking and automation. Build them in from day one and you aren't fixing your data while also trying to grow.

p. 3

The problem

p. 4

What we did

p. 5

Results

p. 6

Your next step

A new online store needs revenue in its first few months.

The goal was set from the start: bring in significant revenue in the first few months of operation.

Yellow Picnic sells whole-food meal plans delivered to the customer's door. It needed a new e-commerce website that could sell those plans as subscriptions and take payments automatically.

It also needed the store to run without constant hands-on work, and to give its advertising enough good data to find buyers early.

The goal: launch a store that sells, runs itself where it can, and tells the ad platforms who is buying.

IN PLAIN WORDS

Server-side tracking means your own website server reports what visitors do, instead of relying on their browser. Fewer actions go missing, so the ad platforms get a fuller picture of who buys.

WHAT USUALLY GOES WRONG AT LAUNCH

01

Manual work eats the week

Recurring orders, failed payments and routine customer questions handled by hand take time away from selling.

02

The tools don't talk to each other

The store, the payment system, email and the ad accounts each hold part of the picture, and nobody sees the whole customer.

03

The ads start blind

With little data coming from the site, Facebook and Google have little to learn from, and early budget goes to people who were never going to buy.

Build the store, automate the busywork, **connect the data.**

Three pieces of work, delivered together for the launch.

01

BUILD

An online store made for recurring orders

Our development team designed and built the site, including a subscription system and automatic payment processing.

Why it matters. Customers sign up once and are billed automatically, so revenue repeats without anyone chasing payments.

UNDER THE HOOD
Subscription store
Stripe payments

02

AUTOMATE

Customer service that handles the routine on its own

We set up automated chat and email for customer service, to streamline communication with customers.

Why it matters. Customers get answers without waiting on a person, and the team spends its time on the business instead of the inbox.

UNDER THE HOOD
Automated chat
Email automation (Mautic)

03

CONNECT

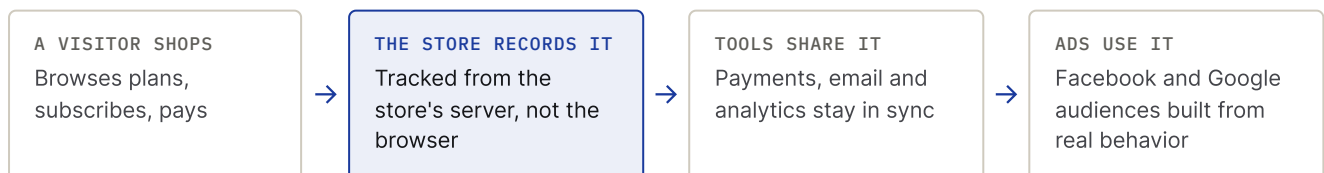
One connected set of tools, feeding the ads

We connected the payment system, email, analytics and Google Tag Manager, and moved the tracking server-side.

Why it matters. The team could see what visitors did on the site, and the Facebook and Google campaigns could target audiences built from that behavior.

UNDER THE HOOD
Stripe · Mautic · Jitsu
Google Tag Manager (server-side)

HOW VISITOR DATA REACHES THE ADS



TERMS IN THIS CASE STUDY, IN PLAIN WORDS

Subscription system

Bills customers automatically on a schedule, so orders repeat without a new checkout.

Google Tag Manager

Controls which tracking runs on a website, without changing the site's code each time.

Server-side tracking

Visitor actions reported by the store's own server instead of the browser.

Audience

A group of people an ad platform shows ads to. Here: built from what visitors did on the site.

\$15,000+ in revenue in the first four months.

\$15K+

The store generated over \$15,000 in revenue in its first four months of operation.

Over \$15,000 in revenue, from launch to the end of month four.

4 months

From launch to over \$15,000 in revenue.

Automated

Subscriptions, payments and routine customer service run without manual work.

Connected

Server-side tracking feeds more targeted Facebook and Google audiences.

	THE GOAL	THE RESULT
The store	Sell meal plans as subscriptions	Live, with subscriptions and automatic payments
Customer service	Handle customers without constant manual work	Automated chat and email handle the routine
Advertising	Give the ads data to learn from	Server-side tracking feeds Facebook and Google audiences
Revenue	Significant revenue in the first few months	Over \$15,000 in the first four months

WHAT TO TAKE FROM THIS

Set up measurement at launch

It's far easier to build tracking in from day one than to repair it once the ads are already running.

Automate the repeat work

Renewals, payments and routine questions can run on their own, which frees the team to sell.

Let the ads learn from real visitors

Audiences built from what people actually did on your site give the ad platforms better people to look for.

In 30 days, see which ads produce customers **and what to fix first.**

THREE QUESTIONS TO ASK ABOUT YOUR OWN MARKETING

- 01 When someone buys from your store, do your ad platforms find out?
- 02 How many hours a week go to work a system could do, like renewals, payment retries and routine questions?
- 03 Do your store, email tool and ad accounts share the same customer data?

If any of these is hard to answer, that's where the 30-Day Measurement Sprint starts.

30-Day Measurement Sprint

\$1,250 ONE TIME

An audit of the path from ad to sale, tracking that works, and a baseline report with a 90-day plan. Everything is built in your accounts, and you keep it. Your part is three calls and one person who can approve changes.

WEEK 1 · AUDIT

Kickoff call, then a review of your ads, analytics, forms or checkout and CRM. A "what's broken" list by day 7.

WEEK 2 · FIX

Findings call to agree priorities, then your main conversions tracked correctly and sent back to Google and Meta.

WEEKS 3-4 · REPORT

Two weeks of clean data, then cost per lead and per sale by channel, a wasted-spend list and a 90-day plan.

DAY 30 · WALKTHROUGH

45 minutes on the findings, plus a recorded video you can share with your team.

Applying and the first call are free. The \$1,250 covers the 30-day Sprint, if you decide to start. Best for businesses advertising on Google or Meta (\$5,000+/mo in ad spend is recommended, not required). Fixed end date, and nothing renews automatically.

\$100K+

MONTHLY AD SPEND MANAGED

40+

ANALYTICS IMPLEMENTATIONS

50+

PIXEL & API IMPLEMENTATIONS

"I enthusiastically endorse him, hire him, he'll help you succeed in more ways than you ask for."

Rob Schwenker

Former client of 5 years
LinkedIn recommendation, May 2024

[Apply for the Sprint →](#)

luxmarketing.agency/apply

Details:

luxmarketing.agency/sprint



Julio Lopez

Founder & Head of Growth. Reviews every application personally.