



CASE STUDY: BistroMD

BistroMD is a delicious healthy meal delivery service specifically designed by a celebrated doctor to help people lose weight and keep it off. Last year, when they were looking for something to help boost engagement in social media and email channels, they chose Zembula's reveal marketing platform. Bistro thought that the platform's ease of use and multi-channel approach would "get the job done"!

As part of increasing engagement across various platforms, Bistro has used several different strategies and reveal experience types created with Zembula. Their year-long progression across different types of interactive content has allowed them to continually improve their statistics and extract value from the platform.



Goal: Increase long-term customer engagement and conversions.

Marketing Psychology Used:



Curiosity




Operant Conditioning

BistroMD used the content they created with Zembula continuously over the course of a year, in different campaigns and for different purposes.


Discounts

When BistroMD first incorporated Zembula's platform into their strategy, they began with discounts. A great first step, they got nearly double the click-thru rates, and were so encouraged that they looked for other ways to use interactive content in their messaging.

Cover Image



Reveal Image and CTA




→ **1.8X**
Lift in CTR

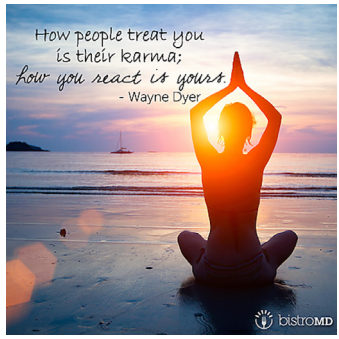
Sticky Content

Progressing in Bistro's interactive content strategy, they began to use nutritional facts and trivia to entice their customers to act, utilizing the **psychological principle of curiosity**. This resulted in not only higher opens and click thru rates, but they doubled and in some cases tripled their completed purchase numbers.

Cover Image



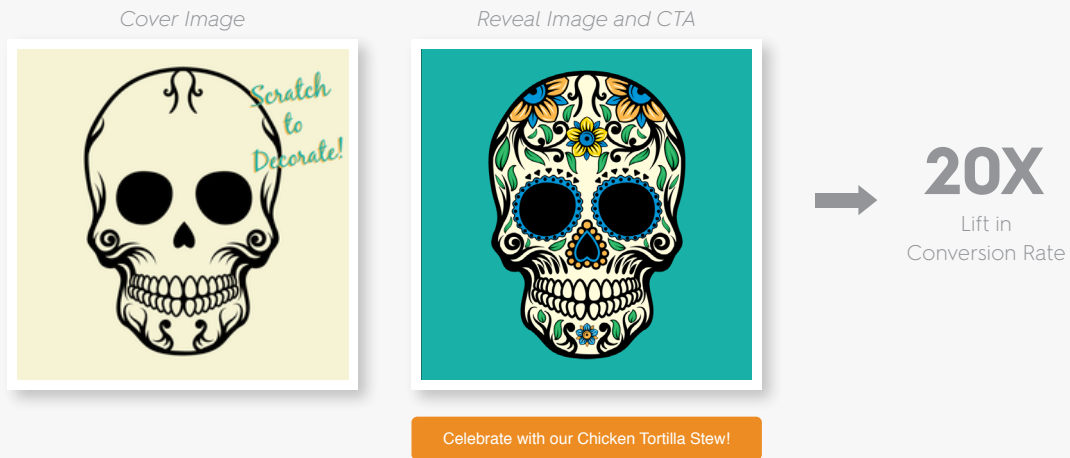
Reveal Image and CTA



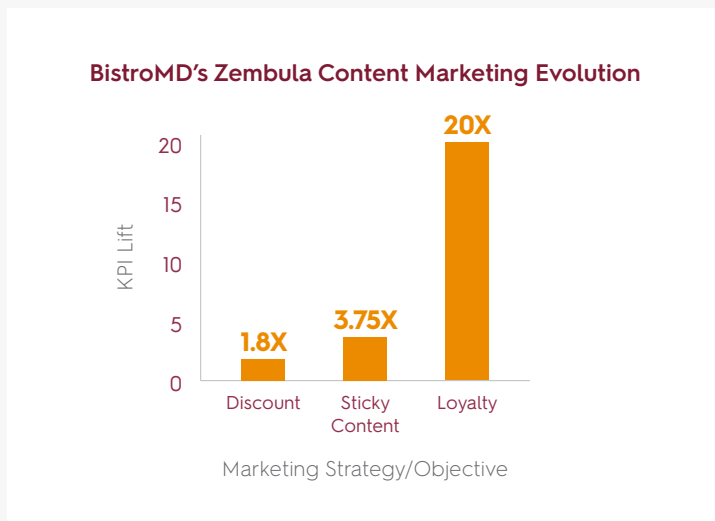
→ **3.75X**
Lift in Number of Orders

Loyalty and Beyond

Their next step has been to use Zembula's platform to build interactive content for their customer advocacy program, using the reveal marketing principle of operant conditioning to create a loyal following who looks forward to each one of their messages. This strategy has led to increasingly higher engagement, and a 20x conversion rate over previous static campaigns!



BistroMD added reveal experiences to their campaigns over a year ago in order to increase engagement and drive conversions. Not only did they significantly improve their open and click-thru rates, but they increased their number of unique orders, saw a 20x lift in sales conversions, and increased the value of their customers over time. Bistro is confident that they will continue to see higher engagement and conversions with extended use of Zembula.



“When we use Zembula consistently, our members know what they’re expected to do and engagement increases – and this is not necessarily an offer/discount every time.”

- Jessica Barry, Marketing Assistant & Social Media Manager