

WILDGRAIN + APOGEE CASE STUDY



OBJECTIVES

Wildgrain partnered with Apogee Agency in December of 2021 to achieve aggressive growth goals for their artisan bread subscription box. Apogee worked alongside Wildgrain's in-house team to expand and enhance their existing influencer strategy while adding big media and coupon partners.

SOLUTION

Apogee launched a competitive affiliate program on one of the top networks to engage content creators on a hybrid model of affiliate and PR efforts. We immediately began seeding the subscription box product to creators in exchange for exclusive product reviews and social media coverage. We also ran monthly sponsored content incentives with top performers to create specific brand assets around product launches and promotions.

RESULTS

Brand Awareness

Apogee campaigns have sent tens of thousands of clicks to the Wildgrain site with a 9.9% conversion rate on new subscriptions. Wildgrain is now ranked #397 out of more than 15,000 affiliate programs making it attractive for new creators.

Increased Revenue

Wildgrain had over \$265,000 in sales through the affiliate program in the first year and are on course to hit more than \$400,000 for 2023.

Brand Integrity

Apogee has maintained a clean affiliate program — free of low-value coupon sites, fraudulent coupon practices, and paid ad manipulation.

AT A GLANCE

Wildgrain hired Apogee Agency to expand brand awareness, increase revenue, and maintain brand integrity in the social space.

KEY METRICS

Apogee engaged social media creators to construct over 200 exclusive, targeted promotions of Wildgrain subscription box.



210k

Estimated views



131k

Estimated social views



9.19k

Social engagements





655.5%

ROAS



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