

CLEARCO

# We help brands scale with AI-powered partner introductions

CHEF V X REASON AGENCY



WITHIN 1 MONTH, REASON AGENCY WAS ABLE TO HELP CHEF V:

185%

Increase in YoY revenue growth

35%

Decrease in CPA

240%

Increase in MRR



## How Clearco & Reason Agency helped Chef V drive 185% YoY Revenue Growth

At Clearco, we leverage key data & insights, based on over 20,000 connected accounts, to match our 5,000+ funded companies with the most compatible partners in our ecosystem to help them grow at scale.

That's how the relationship between one of our leading performance marketing partners, Reason Agency, and Chef V began.

But let's back up a bit...

Founded by Private Chef Veronica Wheat, Chef V, a DTC health & wellness brand, has been delivering fresh, certified organic, plant-based foods and raw juice direct-to-consumer since 2011

Chef V had been consistently hitting \$3M+ ARR since 2018, but recognized the opportunity to scale ad performance and hit even higher revenue goals. Prior to being introduced to Reason, Chef V's performance would diminish as they scaled their ad budget; this was a major barrier for growth.



"For several years we were trying to increase our ad spend to \$20k per month while maintaining our goal of 2x ROAS. However, every time we would spend >\$10k per month on ads, ROAS would drop below 1.5x. *We were stuck.*"

BRANDON KRESS, MANAGING MEMBER OF CHEF V



"Helping the team at Chef V thrive and discover new growth is what it's all about. We've been able to increase monthly ad spend by 4X due to our ability to micro split-test our way into a more efficient and scalable traffic system that opens up new doors for growth, like what we're seeing with Chef V and other DTC brands."

WILL PERRY, CEO/CMO AT REASON

## That's where the Clearco team came in

We understood Chef V's needs immediately, and through our AI-powered partner match technology, identified Reason Agency as the right partner to help Chef V reach their growth goals.

The best part? Chef V was able to use our funding to cover the costs of their marketing efforts.

In Q4 of 2020, we introduced Reason Agency and Chef V, and they started working together to launch a new paid acquisition strategy. That new strategy completely changed the trajectory of Chef V's business.



"Since Clearco connected us with Reason Agency, we're now spending over \$80,000 / month and ROAS has maintained, allowing us to *finally* achieve the results we've been looking for."

BRANDON KRESS, MANAGING MEMBER OF CHEF V

We're the only online investor in the world who connects ecommerce brands with the most compatible performance marketing agencies based on real-time sales & marketing data.

Our AI-powered partner match technology allows us to help our founders tap into new audiences and implement innovative marketing strategies with the help of our global partner network.