

MONTHLY BUSINESS REVIEW | APRIL 2024

Honest Greens

Atlanta, GA | 3 Locations

Chamblee | **Downtown** | **Decatur**

Performance Review · Customer Intelligence · Visibility Answer · April Plan

Prepared by Pedro Gomez-Faccio | Account Partner, Uber Eats SMB

PERFORMANCE SNAPSHOT

March 2024 vs Peak November 2023: combined across all three locations

COMBINED SALES

\$25,505

\$39,881 peak

TOTAL ORDERS

1,192

1,688 at peak

NEW CUSTOMERS

640

1,011 at peak

The most concerning datapoint is that new customer acquisition fell from over 1,000 customers at peak; to 640 customers in March.

AVG BASKET

\$21.68

\$23.47 at peak

FEED POSITION: WHERE YOU APPEAR IN THE APP

Chamblee

#14 today

was #3 with marketing

Downtown

#21 today

was #2 with marketing

Decatur

#21 today

was #3 with marketing

WHO YOUR CUSTOMERS ARE

Market intelligence by location · $LTV = \text{Avg Ticket} \times 6 \text{ Annual Visits} \times 5 \text{ Years} \times 2 \text{ (referral)}$

CHAMBLEE

\$84K median HHI

Median age 33

39% Hispanic: most multicultural location

Young, delivery-native millennials. Health-conscious. LATAM community strongly represented. Highest new customer volume during BOGO.

AVG BASKET: \$20.25

2-Yr LTV (conservative): \$480

5-Year LTV: \$1,215

DOWNTOWN

\$85K median HHI

Median age 24

Georgia State + Georgia Tech nearby

Students and young professionals. Lunch and convenience patterns. High volume, promotion-responsive. Strong during academic calendar.

AVG BASKET: \$22.55

2-Yr LTV (conservative): \$528

5-Year LTV: \$1,350

DECATUR

\$139K median HHI

Median age 40

2nd wealthiest city in Georgia

Established professionals and families. Highest basket size at \$24+. Premium segment with highest lifetime value: most valuable customer if retained.

AVG BASKET: \$24.48

2-Yr LTV (conservative): \$576

5-Year LTV: \$1,469

VISIBILITY

Revenue and feed position both track marketing investment, month by month

Combined monthly revenue, all 3 locations (green = marketing active)



Month	Chamblee	Downtown	Decatur	Marketing
Aug '23	8	9	12	Active: BOGO
Sep '23	9	12	10	Active: BOGO
Oct '23	10	10	10	Active: BOGO
Nov '23	3	2	3	Active: Ads & BOGO
Dec '23	14	22	22	None
Jan '24	16	21	21	None
Feb '24	15	19	19	None
Mar '24	14	21	21	None

While several factors impact feed position, the data suggests marketing investment was strongly associated with higher visibility and stronger sales performance. Revenue and feed position both rise with investment and fall without it.

APRIL MARKETING PLAN

Two proven levers, matched to the spend that already produced these returns

LEVER 1: BOGO PROMOTION

Restart BOGO: Grilled Chicken Salad Sandwich

- Chamblee: \$1,009/mo customer value delivered
- Downtown: \$810/mo customer value delivered
- 4.24x ROAS, remarkably consistent at all 3 locations
- Expected ~776 new customers across both locations
- Each customer worth \$1,200-\$1,320 in 5-year LTV
- 776 new customers -> approximately \$940,000 in 5-year value, or ~\$372,000 in a conservative 2 year LTV

LEVER 2: SPONSORED ADS

Ads at Chamblee + Downtown: matched to November Ad investment

- Resolves any visibility concern: \$800 per location, Ad spend to Uber
- Chamblee: 4.6x ROAS | Downtown: 7.3x ROAS (strongest)
- Combined: \$1,600 in Ads -> \$9,520 attributed sales (5.95x)
- Directly improves feed position, your #1 concern today
- Target: top 5-8 feed position within 2-3 weeks
- Decatur marketing; pending operational/uptime discussion

WHAT SUCCESS LOOKS LIKE: 30 DAYS

Verified projections, matched to the exact spend levels that produced these returns

TOTAL RECOMMENDED INVESTMENT: \$3,418/month; **ACTUAL AD INVESTMENT:** \$1,600

\$1,818 BOGO (represented in customer value, *cost of goods is much lower*) + \$1,600 in actual Uber ad spend (\$800 per location, Chamblee and Downtown)

Expected return: \$17,230 attributed sales | Net gain: \$13,812 in month one

COMBINED SALES

\$25,505 -> **\$33K-\$36K**

30-day target

NEW CUSTOMER ACQUISITION PER MONTH

640 -> **~950-1,100**

30-day target

FEED POSITION

14-21 -> **Top 5-8**

30-day target

5-YEAR & 2-YEAR LTV OF APRIL NEW CUSTOMERS ACQUIRED

5 Year Average Retention -> **~\$940,000**

2-Yr (conservative LTV) -> **~\$372,000**

Before we finalize, a few questions: Any seasonal menu items? | Any operational updates at Decatur? Uptime ranges between 82%-89% | What is a realistic revenue goal you have this quarter?