Dining In: Grocery Content Is Worth Checking Out

Leverage campaigns with KCL.
Sponsored grocery content outperforms organic grocery content across the board.

- **15%** orders per post
- **27%** more sales per post

Consumer interest and engagement are on the rise for both essential and nonessential groceries, with meat, household necessities, soda, ice cream and alcohol topping the list.

- The clickthrough rate for food posts is **+174%** over non-consumables.
- Despite inflation, KCL users are finding creative ways to afford the things that are important to them.