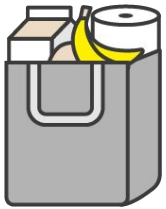
Dining In: Grocery Content Is Worth Checking Out



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.