



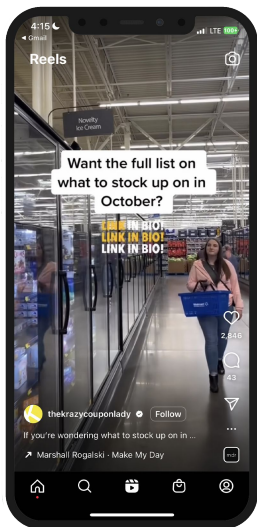
THE KRAZY COUPON LADY



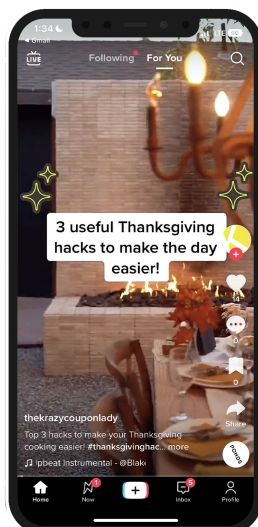
KCL delivers inexpensive ways to provide meals for the whole family

KCL readers have been 6% more engaged with food recipes over the past year. Our audience relies on us not just for deals and coupons, but also for tips, recipes, and all things shopping, preparing, cooking, and hosting. Now is the time to amplify your sales strategies with food and recipes at KCL.

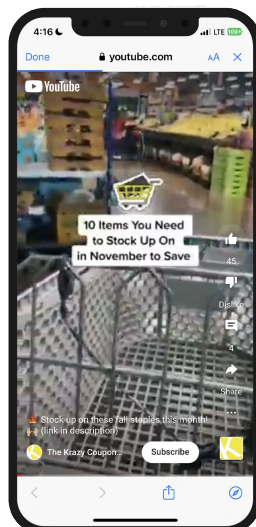
Tasty tactics that work



120K Instagram [Reel](#) average 6-week views



13.6K Facebook [Reel](#) average 6-week views



2.5K YouTube [short](#) average 6-week views

Driving big numbers for Kraft-Heinz

Kraft-Heinz partnered with KCL on a campaign featuring BBQ sauce and mayo for a pulled pork slow cooker recipe.



[Tips Post:](#)

500K impressions
11.4K clicks



[TikTok Post:](#)

1.3M views
1,320 likes

The clickthrough rate for food posts is

+174%

over non-consumables

Sponsored grocery content outperforms organic content

+15% orders per post
+75% sales per post

A previous Kraft-Heinz campaign with KCL achieved **34%** more impressions and **118%** more pageviews than benchmarked.