

Wildgrain wishes every brand would test TV earlier — and drive 150% subscriber growth Year over Year



Rose Hopkins joined Wildgrain as employee #5, just after their subscription service launched. At the time, the team was small. But momentum was building, and their product (the first bake-from-frozen sourdough, pasta, and pastries subscription) was already resonating.

Almost three years later, Rose now leads a growth team that has doubled in size and built a diversified acquisition strategy that scales efficiently across multiple channels. The catalyst? A methodical approach to Performance TV — powered by Guaranteed Outcomes — that she now wishes she'd implemented much earlier.

In this story, Rose shares how she brought tvScientific into the Wildgrain channel mix, what made it work, and why she now encourages other marketers to start sooner, not later.



**"Looking back, I wish we had started earlier.
That's the advice I'd give to anybody: Start earlier."**

Getting started: Making Performance TV a guaranteed bet

For a CAC-focused subscription brand, every new channel test needed to prove itself quickly. Rose and her team had two main concerns about Performance TV:

Concern #1: Cost

In the early days of growth, Wildgrain aimed to keep test spend below 10% of their monthly budget, which didn't give a lot of room to play with.

The Solution: Guaranteed Outcomes

tvScientific offers a Guaranteed Outcomes model, which changed the conversation around getting started, as Rose put it:

"The GO model was what gave us the confidence to test to begin with. I was thinking, okay, we can set a CAC target and they'll hit it. That alone changed the conversation from 'What if this doesn't work?' to 'Let's see how well this works.'"

Concern #2: Creative

The second fear was bigger: creative production. Rose was concerned TV meant professional actors, studio shoots, and massive production budgets.

The Solution: Repurpose Existing Creative

tvScientific has a creative team who worked with them to use existing creative assets that they were using for social campaigns... meaning they were all shot vertical on a Pixel phone.

"We didn't make anything new. Everything was repurposed from Meta. The team helped us edit and build it into something that worked for TV. That was a huge unlock."

How Performance TV impacted other growth channels

tvScientific's success with Wildgrain created a virtuous cycle. As Rose describes it, the channel didn't just add incremental growth, but enabled the team to scale their entire operation.

"Having another channel in the mix that was performance-driven meant I could stop pushing Facebook to the limits every month. It gave our other channels a break and gave us room to grow the team."

The results speak for themselves:

- **Growth team expanded from 2 to 4 people**
- **Performance TV scaled to represent 5-7% of total ad spend during peak periods**
- **Overall acquisition strategy became more diversified and resilient**

"Often in times of needing to scale, we push Facebook to the limits, running a lot of math like, 'Can we afford the CAC to just go up a little if it means this much more scale?' It's nice to not have to rely on that so much when we have other channels for cushion."

Rose's advice for getting Performance TV right

#1 Context matters. Food brands are a delicious fit for Performance TV.

"Performance TV is different than social media. People aren't mindlessly scrolling; they are half-watching TV, maybe they're grazing or talking to someone, or on their phone. So when I imagined the creative, I wanted something that would match the moment... like you're watching a show and suddenly you see this warm bread come out of the oven."

For food brands, this context is perfect. Rose emphasised the importance of testing and not being too perfectionist, though. For Wildgrain, it wasn't about polished creative, but about getting something out there to test. Broadly speaking, the principle Rose applied was:

Rose's advice for getting Performance TV right

"How do I make somebody not immediately mute or walk away? What would make you pause and ask, 'Oh, what's that?' "

#2 Perfectly imperfect measurement

When Wildgrain was smaller with fewer channels, Rose could rely more on individual platform reporting. But as they scaled, attribution became more complex.

"When you're smaller, you can rely on the individual platforms a little bit better, but when you have more channels in the mix, it's more likely for customers to touch many different things."

Eventually, Wildgrain implemented Rockerbox for better attribution across channels. But Rose still maintains a holistic validation approach:

Rose's advice for getting Performance TV right

"Every Monday, I go through CAC by channel and overall CAC, trying to make sure all the puzzle pieces fit together. We know our total spend and total customers acquired – that's our north star metric. No platform is perfectly accurate, and that's ok. You have to let go of perfect metrics and piece together whether the overall picture makes sense."



"How do I make somebody not immediately mute or walk away?"

#3

Choose partners who can execute & troubleshoot

As a small team, bandwidth is always tight. Because of that, having smart and strategic partners who understand the channel and help with the heavy lifting is key — and the team at tvScientific has been that. Our account manager, Emily, is an expert and helps guide all of our testing, proactively bringing results to our meetings.

The always-on incrementality feature has also proved particularly valuable: "We don't have to run formal incrementality tests where some budget goes toward PSAs... but we can if we want to since the tvScientific team can do both! For a small team, that's huge."

Key Takeaways for Marketers

Looking back, Rose identifies four main factors that made Performance TV successful for Wildgrain:

1. The right model

Guaranteed Outcomes eliminated budget risk and aligned incentives

2. Repurposing existing creative

Working with the tvScientific team to repurpose existing assets, not creating from scratch

3. Understanding the context

Food content during TV viewing moments when people are naturally thinking about eating

4. Choosing the right partners

Teams that act as extensions of your capabilities, not just vendors

**"Even with limited resources and tight budgets,
testing Performance TV is a worthwhile endeavor."**

tvScientific didn't just become another channel in the mix. It became a meaningful way to reach new audiences in a context that made emotional sense for the product and operational sense for the team.

For subscription brands looking to expand beyond Meta and Google, Wildgrain's approach offers a blueprint: find partners who understand your constraints, leverage what's already working, and trust that fast learning beats perfect planning.

Because as Rose learned, sometimes the biggest risk isn't testing something new — it's waiting too long to start.