

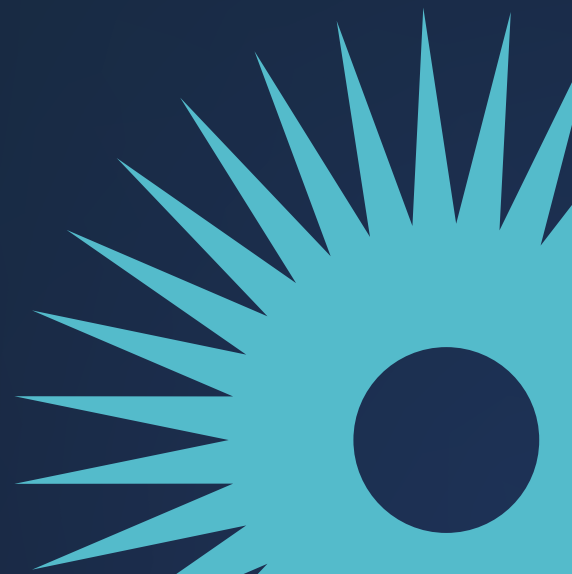


Acceleration
PARTNERS®



WILDGRAIN®

**THE PAID
AMPLIFICATION
STRATEGY THAT
GREW WILDGRAIN'S
SUBSCRIPTIONS
BY 290%**



By creating a comprehensive strategy that integrated organic influencer marketing and paid amplification, Acceleration Partners was able to establish the content volume needed to effectively sustain and scale paid performance. The result? Wildgrain drove a **165 percent increase in impressions**, a **774 percent increase in landing page views**, and a **290 percent increase in subscriptions**, all while maintaining Paid CPA efficiency.

THE BACKGROUND

Wildgrain delivers sourdough breads, artisan pastries and fresh pastas across the United States, with the goal of keeping the tradition of artisanal and nutritious food alive. The brand wanted to grow subscriptions efficiently by combining Acceleration Partners' full funnel influencer marketing with paid amplification. Paid Amplification (paid social advertising, often called Meta advertising on those channels) acts as a significant boost for any campaign. Acceleration Partners has seen that this method consistently outperforms traditional branded ads, helping brands push past their scale ceilings while maintaining profitability.

THE STRATEGY

Wildgrain and Acceleration Partners treated organic influencer marketing and paid social as an integrated system, continuously refining creative structure, messaging and editing while improving cost management. With this combination, the paid influencer team could better control its targeting and extend the campaign's reach beyond a given influencer's audience. Acceleration Partners' Paid Amplification services included access to the agency's creative department for editing services and creative analytics, which fed creative briefs and content learnings. Over time, the Paid Amplification team developed a clear picture of what worked, identifying which creators, content formats and messaging drove the strongest paid performance.

Influencer usage compensation was tied to performance, ensuring that Wildgrain invested heavily only in creators driving meaningful results. The Acceleration Partners influencer team had real-time access to insights from the paid campaigns, which guided creative briefs and production of future content. Meanwhile, the Acceleration Partners creative team optimized every asset for paid performance, producing multiple ad-friendly variations to test different hooks and formats. This increased creative output without requiring additional partners, enabling faster iteration and more scalable campaigns.

By combining creative intelligence, real-time collaboration, and paid social strategy, paid amplification became a predictable engine for Wildgrain's subscription growth.

THE RESULTS

This disciplined, insight-driven approach produced measurable impact that achieved Wildgrain's goals of efficiently growing subscriptions, with the following year-over-year paid amplification program growth between January 2025 and January 2026:

SUBSCRIPTIONS

+290%

LANDING PAGE VIEWS

+774%

IMPRESSIONS

+165%

SPEND

+284%

CONVERSION LIFT

17% → 60%



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