



**now** **DELIVERY**

# GROWTH PLAYBOOK

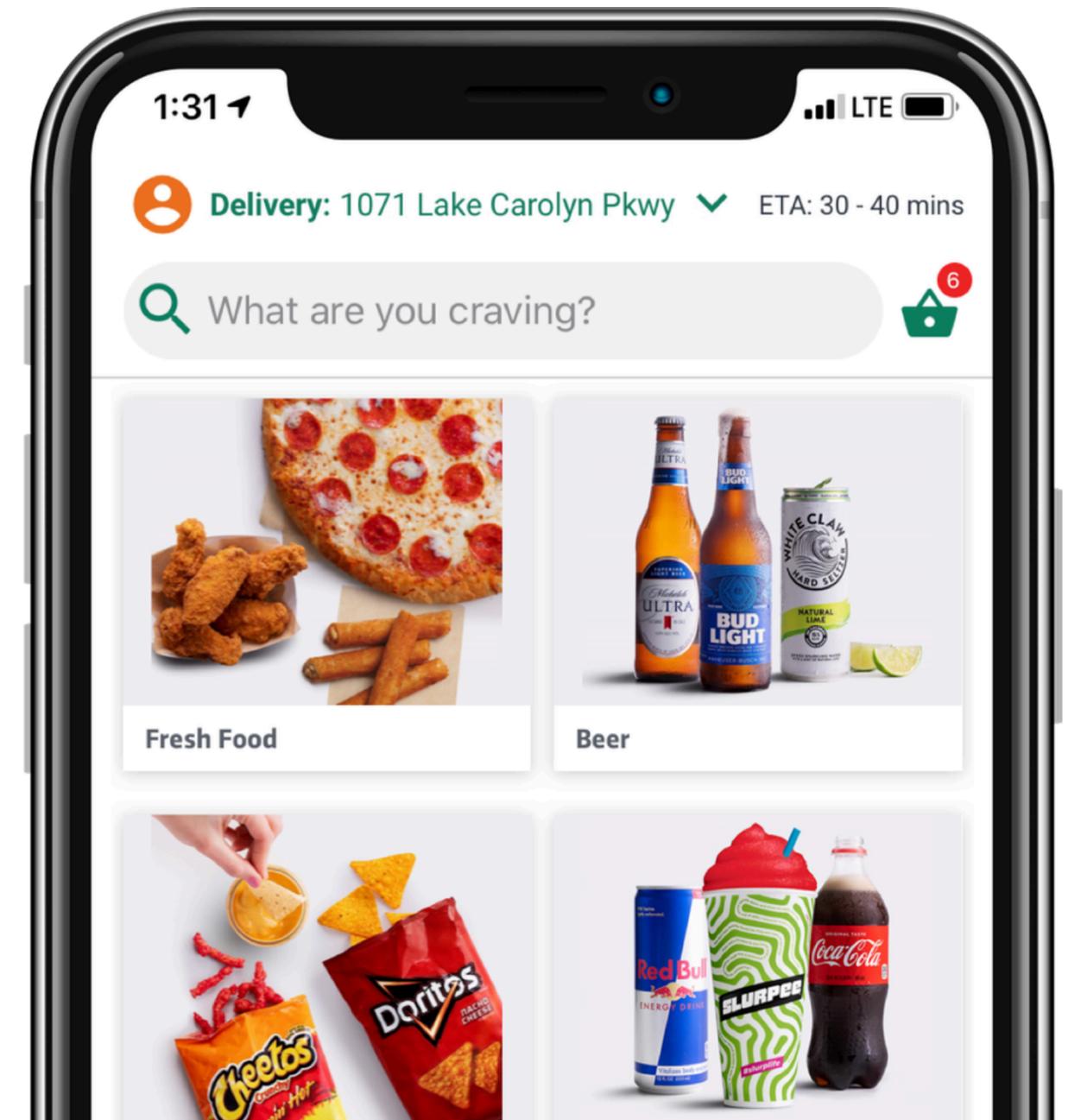
# 7now at a Glance

**Mission:** Redefine convenience by providing fast, 24/7 delivery and pickup of a wide range of convenience and grocery items from 7-Eleven stores

**What 7NOW offers:** 7NOW delivers over 3,000 products and is available 24/7, allowing you to get snack food, prepared food, grocery items, beverages, OTC/health, and more delivered at any time, for breakfast, lunch, dinner, or a snack in 30 mins.

## Operating Model:

- 7NOW delivers in 43 metropolitan areas encompassing 514 cities.
- A subscription tier, the “Gold Pass,” provides a waived delivery fee on eligible orders and bonus perks



# Market Insights

Recent outlooks estimate a **\$100B+**  **global quick-commerce market in 2024** with rapid growth through the decade

## Quick Commerce Market Exclusive Report 2026 to 2035

Quick Commerce Market Size is valued at USD 122.57 Billion in 2025 and is predicted to reach USD 1,361.39 Billion by the year 2035 at a 28.1% CAGR during the forecast period for 2026 to 2035.

 [insightaceanalytic.com](https://insightaceanalytic.com) / Jan 8

### Competitive trends:

- **Amazon** is collapsing grocery into same-day Prime with perishables in 1,000+ cities, pressure on minimums and margins.
- **Kroger** expands nationwide full-line grocery on DoorDash.
- **Impulse buying, late night & small basket** below \$25 deliveries have increased.
- DoorDash research highlights **AI recommendations, social media influence,** and “**sober-curious**” shifts shaping ordering and alcohol preferences.
- Convenience retail trends (NACS Q2-2025) show digital journeys, basket expansion via **prepared foods,** and **loyalty-led cross-sell** as growth drivers.



## Research & Insights

### Target Audience:

- **Late-night snackers & students** (16–30) who value speed & spontaneity; often in on-campus/social settings.
- **Busy households & shift workers** (25–44) who need gap-fill essentials fast (missed items, kids' snacks, OTC).
- **Event & outdoor groups** (all ages) where addressless delivery is a painkiller.

## Unmet Need

In moments of **impulse, social influence, or micro-urgencies**, current platforms are either too slow, too restaurant-centric, or require a full grocery order.

7NOW can own the “**crave window**”: the first 30 minutes after desire is triggered, at home or not at a home address

Secondary: Category trendlines on speed, social influence, and AI recs (DoorDash), and convenience retail digitalization. (NACS)

# Big Idea & Positioning

## Idea & Strategy Development



### Big Idea

Turn 7NOW into the internet's **'Snack Social'**, where discovery, mood, and moments drive impulse and habit.



### Positioning

Fastest path from **craving** to **sharing**



### USP

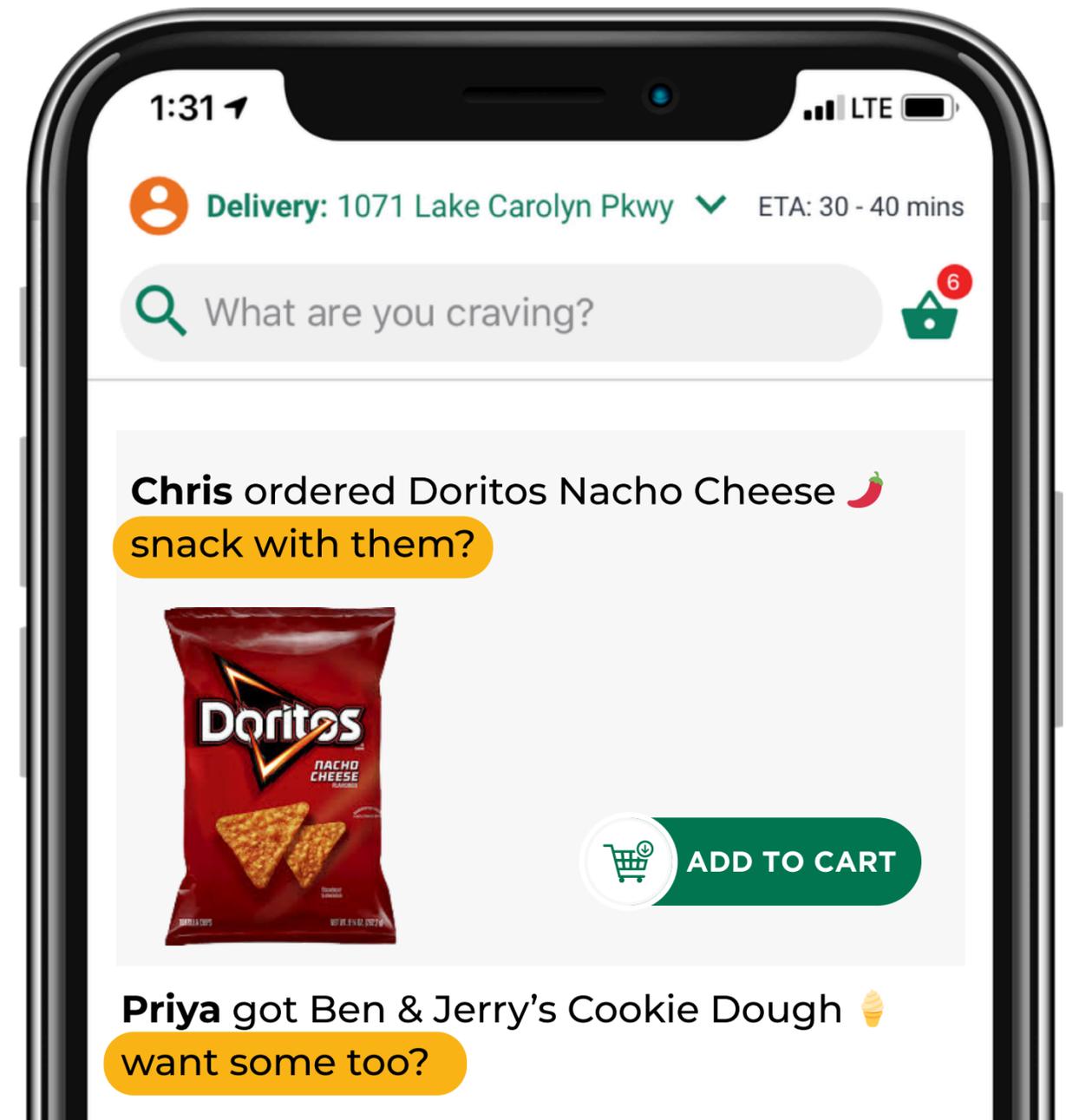
Not a campaign, an operating system for social snacking. It turns **"I saw it"** to **"we got it"** in one tap, anywhere.



# Product-Led Growth- Snack Social Strategy-I

## Snack Feed- In-app Social Tab

- **Feature:** Opt-in feed of friends' snack purchases
- **Privacy:** Default friends-only; clear controls; anonymize price
- This strategy works because it uses social influence to spark organic demand. People are naturally curious about what their friends are eating, which creates instant social proof and snack-related FOMO.
- The live, updating feed makes the app feel active and worth checking often, similar to Instagram stories, Venmo, or Spotify friend activity, increasing both visits and orders.



# Product-Led Growth- UGC Campaign

## Strategy-II

### Mystery Snack Unboxing

- **Goal:** Spark viral UGC and referrals with controlled cost.
- **Mechanic:** Selected repeat in-store customers, and micro influencers receive a mystery snack with a message **“You’ve been selected”**; instructions to post an unboxing video on social media, tag @7NOW, paste link in-app to unlock a chance to send a mystery snack for a friend or loved one under \$10.



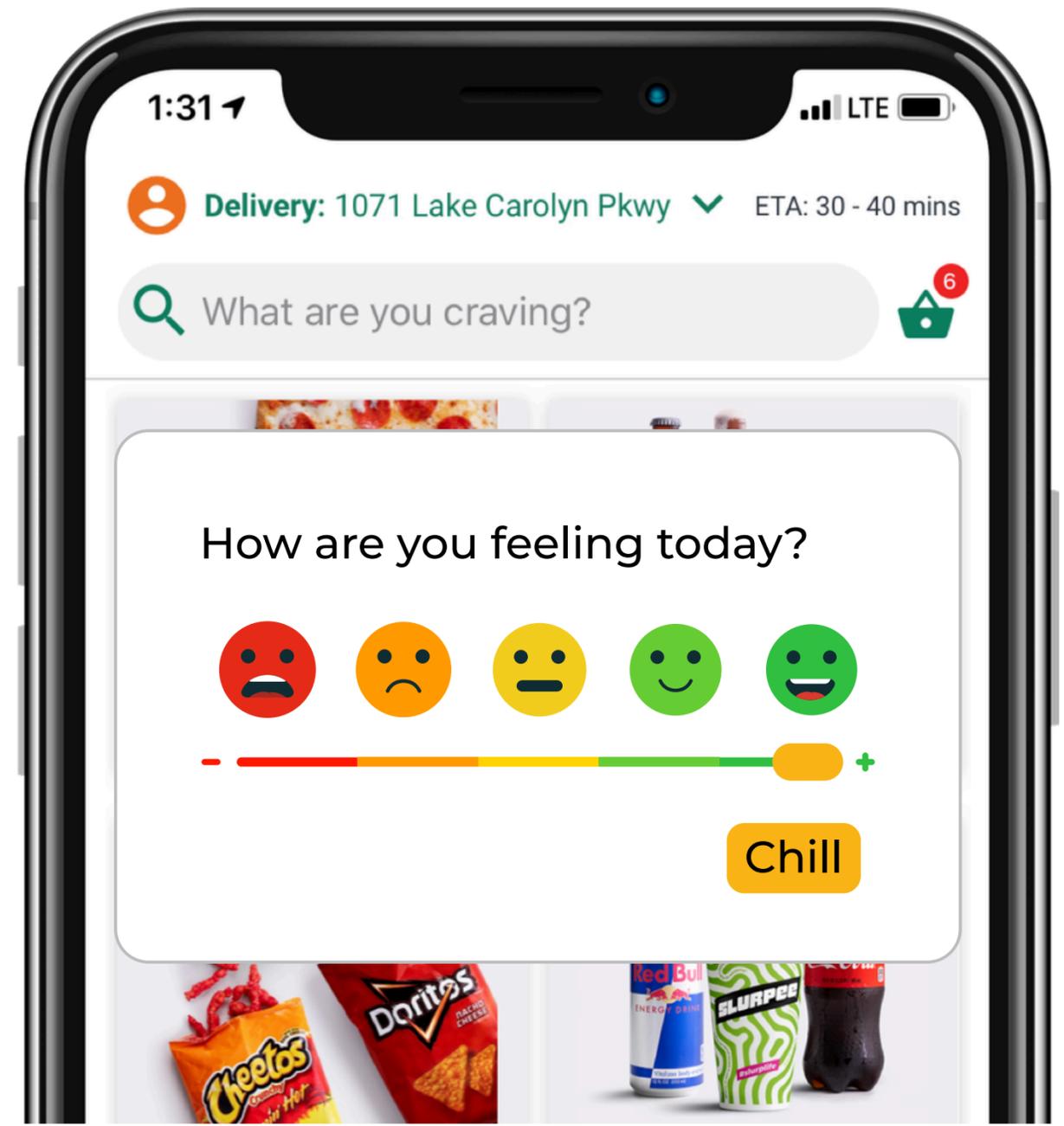
Being chosen among a select few makes this experience even more rewarding & exclusive.

# Product-Led Growth- Mood Slider Strategy-III

## A quick check-in Feature

- Captures user intent instantly through a fun, **one-tap check-in**.
- Enables **personalization** without feeling invasive or “creepy.”
- Suggests snacks that match the **user’s current mood** (comfort, energy, chill, celebration).
- Makes recommendations feel relevant and timely, boosting conversions.

You might normally order healthy snacks...  
...but today you’re sad → you want ice cream. Only a mood input can reveal that.



# Funnel Stage & Timelines

Phase & Timeline	Goal	Key GTM Tactics	Funnel Stage
<b>Phase 0 — Prep (Month 0-1)</b>	Build the engine, protect brand, set controls	<ul style="list-style-type: none"> <li>• Mystery snack mechanism + SKU curation</li> <li>• UGC validation, fraud controls, content playbook</li> <li>• Campus &amp; store onboarding kits</li> <li>• Snack feed + mood slider MVP</li> <li>• Experimentation rails (A/B, CAC gates)</li> </ul>	Foundation
<b>Phase 1 — Pilot Launch (Month 2-3)</b>	Prove loops & conversion	<ul style="list-style-type: none"> <li>• Surprise mystery snacks to repeat buyers &amp; micro-creators</li> <li>• POS QR prompts + staff spiffs (select stores)</li> <li>• Campus dorm QR drops</li> <li>• Snack feed closed beta</li> </ul>	Acquisition + Activation
<b>Phase 2 — Scale Pilots (Month 4-5)</b>	Scale high-performing loops	<ul style="list-style-type: none"> <li>• Snack feed city rollout</li> <li>• Mood-based snack packs</li> <li>• Booster waves: “Snack Together” gifting</li> <li>• Night-owl push windows</li> <li>• TikTok nano/micro creator waves</li> </ul>	Engagement + Habit
<b>Phase 3 — Full Texas rollout (Month 6+)</b>	Cultural momentum & UGC flywheel	<ul style="list-style-type: none"> <li>• Statewide mystery snack Fridays</li> <li>• Campus “Snack Games” finals</li> <li>• OOH snack murals, neon snack pop-ups</li> <li>• Sponsored snack drops (Coke/Frito-Lay)</li> </ul>	Retention + Brand

# Budget

## & Success Metrics

Funnel Stage	Allocation	Notes
Acquisition	\$200K	Store QR + campus + creators
Activation	\$160K	Mystery snack missions, content validation
Engagement	\$80K	Snack feed, mood slider, gifting, streaks
Retention	\$40K	Loyalty, mood boosts, late-night push
Brand/Flywheel	\$20K	Cultural drops, stunt fund
<b>Total</b>	<b>\$500K</b>	

# Budget & Resource Planning

Metric	Target
Post rate	≥30%
DAU/MAU	≥35%
QR→Install	≥15%
Install→Order ≤48h	≥40%
Feed CTR→PDP	≥8%
CAC	≤\$8 store / ≤\$5 campus
AOV lift (mood slider)	≥+6%

# Risks & Mitigations

Risk Category	Risk	Mitigation
<b>Content</b>	Low-quality UGC / spam	Creator seeding, creative prompts, moderation + auto-filters
<b>Fraud</b>	Incentive gaming & multi-accounting	Device fingerprinting, velocity caps, manual audit queue
<b>Privacy</b>	Pushback on social feed	Default friends-only, anonymized \$, transparent opt-in
<b>Store Execution</b>	Associates don't push QR	Spiffs, leaderboard, surprise rewards
<b>Cultural Fit</b>	"Unhealthy snacks" narrative	Balanced mood packs (protein, low-sugar, energy focus)
<b>Pilot Bias</b>	One region ≠ state behavior ≠ national behavior	Multi-city mix (urban + campus + suburbs)
<b>Spend Creep</b>	Incentives overshoot ROI	KPI-gate budget release, CAC guardrails

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# Scale

# & Growth

# Rollout & Future Potential

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## How the campaign scales into a sustained initiative

- Starts with mystery snacks, social sharing, and mood-based triggers to build adoption
- Expands into streaks, gifting, and campus rituals that repeat naturally
- Evolves from incentive-driven posts to organic snack culture moments and user-led trends
- Becomes an always-on engagement loop powered by community behaviors and creator momentum

## How it builds long-term brand equity, trust, and growth

- Positions 7NOW as the brand that fuels fun, connection, and everyday joy, not just transactions
- Earns trust through opt-in sharing, authentic content, and mood-based personalization that feels helpful, not intrusive
- Drives loyalty and repeat frequency by tying 7NOW to real-life moments and cravings
- Creates a sustainable growth engine, lower CAC through organic referrals, higher LTV through habit formation, and a differentiated cultural brand identity



**THANK YOU**



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®

**7-ELEVEN** 