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Episode 13: How Magic Spoon Launched a Direct-to-Consumer Cereal Startup in the Middle of a Pandemic

Mike Shields (46s):

Hey guys, this is Mike Shields and this week on Next in Marketing I got to talk to Gabi Lewis, co-founder of the direct to consumer brand Magic Spoon. We talked about why he decided the cereal category was worth disrupting, what it was like trying to raise money and build an audience on very crowded social media platforms, and how all of the startup's plans changed when the Pandemic hit and everybody's started getting the groceries. Let's get started. Hi everybody. Welcome to the Next in Marketing. My guest today is Gabi Lewis. He's a cofounder of Magic Spoon. Hey, Gabi, how are you?

Gabi Lewis (49s):

Not bad, good to be here. Thanks for having me.

Mike Shields (1m 8s):

Good to have you here. I think I know what Magic Spoon is all about. I would consider you guys a direct-to-consumer cereal brand. You know, people might say you're the Dollar Shave Club of cereal or something like that. And I don't know if those descriptions fit, but tell us about the company. Maybe give us the origin story. How long it's been around, how you guys got started, all that stuff.

Gabi Lewis (1m 10s):

Sure, so Magic Spoon Co is re-imagining your favorite childhood breakfast cereals with more protein, less carbs and zero sugar. So, whatever your favorites colorful cartoon-character-like cereal was growing up... We are creating a, still delicious, but massively healthier version of that.



So we have four flavors and they are all Keto, high protein, low carb, gluten free, grain free. Tick. Basically every books you might want to tick from a nutritional perspective, whilst actually having a taste and texture of old school, sugary cereals.

Gabi Lewis (1m 43s):

We launched just over a year ago. So April of 2019. And you are correct, we're a hundred percent direct to consumer right now. Some people make comparisons, but the classic DTC brands, I actually don't love that comparison because the classic DTC brands, Jim really innovated on product.

Mike Shields (1m 59s):

Rather distribution channel only and not on products. So when you think about it, the Dollar Shave Clubs in the world, they basically took a product that didn't exist and... It's still a rager, right?

Gabi Lewis (2m 14s):

Exactly, exactly. And sold it in a different way that just didn't use.

Mike Shields (2m 18s):

And they just don't use in the store, they send it to you. That, that, that was their innovation?

Gabi Lewis (2m 18s):

Exactly, which several years ago, it was an amazing innovation because you can go straight to factory, you can cut out the middle man. Nowadays, direct to consumer is so commonplace. That's not really enough. And so we view our major innovation as more product focused. We happen to be selling online and direct to consumer, but anybody can sell cereal online. We what think we're doing that is is pretty different is we have actually recreated a delicious taste and texture of all the sugary cereals without the crappy ingredients.



Mike Shields (2m 55s):

When I think of healthy cereal I'll think of, you know, a grape nuts are something bland and not so great. Why, why go with the, the healthy version of the, the old, the classic kids cereal kind of stuff, but what was your insight there?

Gabi Lewis (2m 56s):

The insight was basically that every single category in the grocery store been flipped on its head by one or more start-ups that have come in and created a version of a classic old school, unhealthy food, but put more protein in it and then got rid of the carbs and sugar. So you can look at the protein bar aisle, for example, which used to be a candy bars. Then there was Clif bars. Now there's Quest bars and a Quest bar is comparable to the candy bar. And we try and get close to that in terms of taste, it is maybe not that close, but it's high protein or a very low on sugar and carbs.

Gabi Lewis (3m 31s):

Or you can look at ice cream and this is the Halo Tops of the world. I'm not sure if you're familiar with that brand/ There are many others like it, which basically try and replicate the taste and texture of ice cream, high protein, low sugar. And the same is true of every category in the grocery store. Or some of these brands are doing hundreds of millions, potentially more, in sales. And we saw that pattern repeat itself throughout the grocery store in every aisle. Yet, it hadn't happened in the cereal aisle, which was particularly interesting because the cereal aisle is enormous.

Gabi Lewis (4m 4s):

Third biggest category in the grocery store. And we didn't see a good reason why nobody had come along and tried to apply those same principles of updating an old school, unhealthy food with modern nutritional trends, to cereal.



Mike Shields (4m 13s):

Right. So again, you could've said, well, I'm just going to, you know, I can cut out the middleman? So many of the DTC brands guys have done and I'll sell you versions of Cheerios, or whatever, but I'll just sell it directly and make a nice business. But that's probably not, not enough to entice people to you know, to commit to that on a monthly basis or whatever. And it's also just not taking advantage of the, the gap in a category for this stuff you're describing.

Gabi Lewis (4m 37s):

Yeah, well honestly I don't think if we, if we sold Cheerios as direct to consumer and built a cool millennial brand around it, it like, I don't think anybody would care. You can get Cheerios on Amazon. That's, in many, ways more convenient than going to a branded website and, and paying a premium. And Cereal is, by definition, is so cheap. It has just subsidized corn and sugar and wheats that even if we were cutting out the quote unquote middle man...

Mike Shields (5m 4s):

Its not like Alaska is where the, you know, the Warby Parker price difference was just massive.

Gabi Lewis (5m 8s):

Totally. I mean there are their percentage price difference, maybe the same, but the difference between \$3 for direct from a brand, like a big cereal brand, and maybe if we cut out the retailer, we could do it for \$2.75. Now at \$3, like, nobody really cares. And then the other angle is that people aren't buying cereal anymore. So when you look at these big Cereal companies, and the market is controlled by three of them, their sales, at least two of the three, their sales are declining. Year over a year. So you have this enormous category, about 11 billion dollars domestically, and for the past couple of decades, people are buying less and less of these products.

Gabi Lewis (5m 41s):



And that's not because people don't like cereal. It's because the cereals that exists are full of crap. And increasingly people don't want to eat them.

Mike Shields (5m 48s):

Is it a similar dynamic too—I definitely in my parent life—there's the, there's the family that still drinks soda. And they get like "Oh my God, I can't believe you give children a soda." And has cereal had gotten that blanket—like it's not good for you at all, thing?

Gabi Lewis (6m 1s):

So, you know, what's funny is that cereal, it's no healthier than a can of Coca-Cola, right? They're both just, nothing else nutrition-wise. So, in theory you would think the cereal industry would have become a bit of a pariah like the soda industry has, but it hasn't. You know, people talk about big swords or they talk about Coca-Cola and Pepsi is being like cultural evil, capitalist companies. People don't talk about cereal business like that for the most part. And I think part of it is that cereal companies are really, really good at marketing.

Mike Shields (6m 32s):

And we're often asked, you know, how are we doing better marketing than the old school cereal companies. I Actually think of old school cereal companies, they're are some of the best at marketing. Like you look at old school cereal commercials. They're really clever and they're really fun. And these companies are, are smart. Right? And so, I think part of the reason that they haven't been demonized as much as big soda or big sugar has, is because they're really good at branding and marketing, but from a product perspective they're no better than the can of Coca-Cola right now.

Mike Shields (7m 2s):

Okay. So I'm going to—I want to get into how you have done the—how have you built your brand? Did you say—how did you say—how did you go about, "I'm going to start this, I'm going to get



going?" Like what, where do you, where does one start? Do you start talking to VCs? Did you start doing it yourself? What happens next?

Gabi Lewis (7m 15s):

So I had a different fit business before this one. We made protein bars and we sold that business about two and a half, three years ago. And so I knew I wanted to stay in the food industry. So, I knew that there were certain criteria or for the business I was going to start. Next, I wanted a big market. I wanted a, something that was really devoid of innovation. I wanted something that was light and easy to ship online, something that could fit into the low carb high protein trend. And cereal was sort of the category and the product that rose the top of the idea list.

Gabi Lewis (7m 45s):

I then called up the investor's in my last business. We raised a, I guess pre-seed round of financing, before we launched. I worked for the same branding agency group called Gander in Brooklyn that did our last business as well. And so, we started iterating on the products, working on the brand. And that took about nine months probably, and then launched in April of last year.

Mike Shields (8m 15s):

So could—do you think is because you had a little bit of a track record, you knew that you knew that the category and the agency's in it because—was that a lot faster than it would have been if you were just a guy with an idea.

Gabi Lewis (8m 18s):

Oh 100%. I mean, even picking a branding agency would have taken us three months. If we didn't already know the one that we wanted to work with and raising, raising a million dollars with an idea can, you know, can take months or years, are you just can't do it if you don't have the relationships and a track record. So everything was massively accelerated from the fact that we've done this before. And because of that, we were able to go from idea to launch in in nine months or less.



Mike Shields (8m 42s):

Now I was kind of kidding. And I said, you know, your, your like the, you know, the Dollar Shave of whatever, or the Casper of cereal, but I wondered, have you found in that world, again before this, you know, everything is pre-COVID, post-COVID. We're investors kind of out there that they want to have a X pf every category, a a, you know, a, a similar DTC brand like that. Was that it was that out there?

Gabi Lewis (9m 3s):

It depends on the investors you talk to. I think most investors in the CPG and food world understand that you need to be omni-channel and they understand you, you cannot build a business just through one distribution channel. Whether that's only going through a national retailers like Whole Foods or Sprouts, or only going direct to consumer, or only being on Amazon, it gets hard. And so you really need to eventually be everywhere to the consumer is looking for that product. So for us, we're a very focused on DTC right now. We will be for the next several months or maybe even a bit longer than that.

Gabi Lewis (9m 34s):

But eventually we are going to be in retail and that's true of a razor brand that's true. That's true of a mattress brand. You do you approach a ceiling, a with a DTC business at some point, and maybe it happens at 50 million in sales, maybe happens at 200 million in sales, but it happens inevitably. And so you don't want to get caught sort of, you know, blindsided by that. And you need a plan to expand beyond just DTC it before that really happens right now.

Mike Shields (9m 58s):

You're seeing that progression are already a lot with, you know, the Casper, will eventually have its own store or someone else is trying to get into Bed, Bath, and Beyond. Eventually they, they do hit that ceiling and eventually they have to start to graduate to, to other channels. On that note, okay. So give us—did you go through, and there's sort of a, a stereotypical classic DTC playbook. You start cranking out Facebook and Instagram ads, depending on your category, get consumers quickly. You started having a viral affect and then start, um just—you know, become masters of analytics and optimization.



Mike Shields (10m 29s):

And where did you guys start? When, when it came to being the, you know, DTC marketer?

Gabi Lewis (10m 34s):

We are in a bit of a new paradigm now where you can't just be good at Facebook ads and go to DTC business. There's too many brands on the surface doing the same thing. And so creating a slick landing page and a beautiful Facebook ad, like, doesn't cut it anymore. You need everything else as well to layer on top. So for us, we leaned very heavily into influencer marketing early on, and we did that a few different ways.

Mike Shields (10m 57s):

Interesting. Cause I'm sorry to interrupt you, but that, that was probably like step four a couple of years ago. Yeah, it definitely will. So we did it backwards because we actually brought influencers into the business, as investors in our prelaunch pre-seed round. So of the million dollars we raised before we launched the business. Half of that was actually from influencers, generally pretty small influencers actually, who wrote very small checks, but we've got enough of them on board. And they posted during the launch month, then that enabled us to scale very quickly without having the pretty high acquisition costs that most companies are facing on Facebook and Instagram these days.

Mike Shields (11m 35s):

And that also created content that we can repurpose for Facebook ads.

Gabi Lewis (11m 36s):

So we are not just running the same as everyone else. And it created a bit of a halo effect as well. And it acts his word of mouth sort of referral at the same time on a bigger scale now. Right?



Mike Shields (11m 44s):

Now, what sort of an influence are we, are we talking about? I imagine you're probably not—you're a start up. You're not going to go out and try and get the biggest names on YouTube or Facebook. Are they people that are foodie, or they are the people that are like really in this year? Like what, what kind of influencers are we talking about?

Gabi Lewis (11m 58s):

Initially? It was mostly health and wellness influencers. It was people who are perhaps nutritionists or fitness trainers or food bloggers. You know, anyone that makes sort of natural sense for healthy food product. Now it's even more varied. So at this point now we're working with influencers across YouTube, Instagram. We do a lot of podcast advertising, which conceptually to us is the same as an influencer marketing. It's just done via audio, and not on a YouTube video or whatever. That's not pursuing them as investors in the business.

Gabi Lewis (12m 29s):

Now it's more either affiliate deals are just paid sponsorship's, but we've, we've worked at the influencers from 5,000 followers, to many millions of followers. And we work with influencers on YouTube, for example, that make videos about their favorite cars. And then we work with some that do recipe blogs. So, it's really all over the map and, and what unites them is less genre, and it's more about influencers that people actually follow and care about because of the person themselves rather than the topic.

Mike Shields (12m 58s):

So when, when we're looking at whether we are going to sponsor a podcast, for example, the question we ask ourselves is if the host got sick and somebody else took the host spot, would people still listen to that podcast? And if the answer is, yes, we probably don't sponsor it at center stage. Yeah. That makes us think, all right, it's about the topic and not about the host and people probably don't care what cereal that host eats. Whereas if you know, maybe it's Joe Rogan. And



then if Joe Rogan suddenly stopped doing the Joe Rogan show and it became the someone else show, all his followers would leave.

Gabi Lewis (13m 29s):

People are going to listen to him when he tells him to eat his favorite cereal.

Mike Shields (13m 33s):

Okay. So then the obvious, obvious question. You launch. Things are going well, you know, you've got some experience in this world. You're feeling good. Pandemic hits everybody's shopping patterns, changes everyone's food. So many people have started ordering groceries and getting more stuff delivered. Is that good or bad for you guys? What happens?

Gabi Lewis (13m 52s):

Feel terrible to say this, but it is great for us from a business perspective, right? People are not going back to the grocery store. People are ordering food online. People are eating more at home, people are having breakfast more so. Previously people might be running out the door. Now people are sitting at home, their having breakfast at home generally, and they're like, snacking more, they're seeking out comfort more. They are going back to nostalgic. Foods that bring them joy because life is hard right now. And so all of these trends are great for our business and, and people are, are also trying not to put on weight, being stuck at home, you know, and not exercising and going to the gym or whatever.

Mike Shields (14m 28s):

So, okay. That, but that, that is interesting. Cause you might wonder, okay, will that, that is you're right. All of those things sound correct, but then you might say, well, people are going back to fresh direct or Amazon or one of those guys. And you're not, if you're not there, they might not be shopping around as much. But have you found that now that has to be a case, in terms of getting stuff delivered at home?



Gabi Lewis (14m 49s):

I don't know the counterfactual, right? Maybe our sales would have grown even more if we were also at Amazon in addition to our site, I don't know. But I do know that our sales have increased massively, both from new customers who are pulling the trigger and discovering us, and then also existing customers that are returning at a higher rate of frequency because their, you know, their way of consumption has gone up because they're eating more cereal at more eating occasions.

Mike Shields (15m 13s):

Besides the COVID driven shopping trends, I wonder, you know, one of the advantages of the DTC world you here is that like, you know, you alluded to it. It's not just that you don't have to have the middleman and you can make, you can be innovative of products, but the supply chain, things that are available to brands to do things themselves are, are way better than they were 5, 10 years. Well, you couldn't, you couldn't have done this sort of thing. Has that changed because of that Pandemic is it harder to get stuff made and distributed because of all that or that? Or is it, has it been fine?

Gabi Lewis (15m 41s):

It's a bit harder. We do. We make everything here in the U.S. So our supply chain hasn't been as disrupted as some physical goods companies have. If they make it overseas, for example, it's definitely harder to do product development. So we can all get into the kitchen together and test new flavors and taste them together and get feedback live. And you can do focus groups. So both like the product development itself and then the assessment of flavors and doing focus groups and analyzing them, that's all much, much harder.

Gabi Lewis (16m 12s):

And that it takes longer because our chefs and food scientists, have to make a batch and mail it to us, and we taste it and get feedback. And then we email that to them and you know, it's—it just takes longer than if you're all together. And then of course shipping's a little bit tricky right now, USPS, UPS, everyone's facing delays. Most customers are understanding. That's a problem across the board, but there's always some people that email you every day and they're just like,



"Why is my Cereal three days late? This is unacceptable." By and large people are understanding, I'd say so in general, it's all gotten a little bit harder, but we're, we're incredibly lucky.

Gabi Lewis (16m 48s):

And we're hit much less hard than the vast majority of businesses right now.

Mike Shields (16m 52s):

What? Okay, so that's interesting. What happened to your marketing? If anything, did you see get it? Does your playbook change at all or not really?

Gabi Lewis (16m 59s):

A little bit. I'd say marketing channels that are finite or zero sum, I guess have become better. So, if we're talking about influencer marketing or podcast sponsorship where, there was a certain number of brands are sponsoring, you know, get a number of podcasts. And now 50% of those brands have pulled back, the same number of podcasts still needs to get sponsored. Right? And so supply and demand prices come down. So we've leaned into certain areas like that, where we're seeing greater efficiencies in the marketing side.

Gabi Lewis (17m 32s):

Facebook, early on, we saw the price is coming down a little bit as brands pull back. Now you've got the election and we're moving into cue for black Friday. I think we're going to see brick and mortar retailers doing a lot more on Facebook than they did in prior years. Because now they're gonna be putting their Black Friday sales to like Target.com, Walmart.com or whatever. Whereas previously it was more in store. So Facebook right now is quite expensive, but early on during, during COVID it was definitely cheaper.



Mike Shields (17m 59s):

I always wanted to ask someone this. Your brand, you said you're not living and dying on Facebook. But with so many direct consumer brands, it's like it's they have to be there, and it's so important to that, but that and Instagram. What do you make of things when there's a big Facebook boycott or all of these big traditional brand advertisers, can they, can brands like Magic Spoon or Dollar Shave or All Birds, can they, how can they take that kind of same kind of a moral stance when they are, when they're there actually shutting off their part of their business?

Mike Shields (18m 29s):

Like, is that just something that's not possible in this category?

Gabi Lewis (18m 30s):

It depends on the brand, right? For us a very small brand like ours or another DTC brand that are businesses that our truly reliant on Facebook, would I love to take a moral stand and boycott at a company like Facebook when they're taking certain and actions are not taking certain actions as the case may be? Like, yeah, like ethically I'd love to do that, but is it worth, our sales dropping by 90% or whatever it might be for the, the average DTC brand? Probably not. And I think most consumers would probably agree that that trade off probably isn't, it isn't worth it.

Gabi Lewis (19m 2s):

And there are bigger companies that, Facebook advertising, it is less important at their core business.

Maybe it's more of a brand awareness play that are able to both do that with other businesses collapsing and also like potentially have an impact on Facebook's behavior, which are—any number of tiny DTC brands even adding up, is going to be nowhere near, you know, what Home Depot are spending on ads or whatever.



Mike Shields (19m 24s):

That's the other part of it. It's not, not only are you or somebody like you is going to hurt your business, but Zuckerberg is not actually gonna be losing sleep. Cause he's like, you're not, you're not spending, you know, individually anywhere near at some of my big, my biggest advertiser. So what's it, you know, what are you going to get out of out of that?

Gabi Lewis (19m 41s):

Totally. And the other thing is, like brands, not, not to remove any responsibility from a brand, but brands will advertise where consumers are. Right? And so if consumers are not using Facebook, then it's going to make less sense for brands to. But as long as that's what consumers are using and consumers are going to be there anyway, and brands need to reach them somehow, it's hard not to do that. Yeah.

Mike Shields (20m 3s):

Yeah. Facebook boycotter or not, have you guys have you guys diversified where you're going to spend, because of the pandemic, you see, like, you know, Twitch is way up, and it was already a growing like crazy. TikTok was already humongous, but now it's getting broader. You don't necessarily think of those two platforms as a great acquisition channel. It depends on the category. How, but have you have you guys, you know, broadened your playbook a little bit more recently?

Gabi Lewis (20m 27s):

So really, honestly, it's on our list, but our list of things to do is very long right now. And we're a very small team. And so, we haven't gotten there yet. Sure, I think there's a ton of opportunity and all these are untapped channels. Most brands, that I've spoken to that have tried, haven't cracked it yet. Some of the like analytics on these platforms is not very advanced. And so, if you're a direct response brand that's tracking where sales are coming from, it's pretty hard to do that on some of these newer advertising platforms like the pixeling isn't very good, but I'd love to do more influencer marketing on these channels and, and just experiment more generally, if and when we have the capacity, right?



Mike Shields (21m 2s):

Yeah. You're hear that. It's not, it's not even just the, the analytics that are offered, but the ability to plug in a whole bunch of your own data and makes sure that you targeted the right people. It's it takes, well, I think every new platform a little while to get there over time, and that's where Facebook mastery, that comes along. Right. What about, you know, like I've been asking everybody about this recently and it's, it keeps changing, but it you're someone, I imagine you're a company that is pretty heavily focused on, on analytics and data that you've said that world is changing pretty quickly.

Mike Shields (21m 31s):

How have you, have you been affected? And you know, with, with various forms of regulation, data is just getting a little bit tougher to come buy, you know? And, then we might, Apple might makes some big changes, they might not. How does your ability to just do attribution in the right way or really, really keep track of where you're marketing spending is going? Is it getting, is it getting squeezed a little bit? Is it harder? Where do you do you think that's going?

Gabi Lewis (21m 52s):

Honestly, we haven't really experienced that yet because our business right now is pretty simple. So we have one product with a few flavors. We're only advertising on a few different platforms, really just influencer marketing Facebook, on Instagram, and podcast's like, that's it. And so it's not like we're doing out of home and TV and talk and Pinterest and everything else. It all would be hard in general if you're doing all those different channels and like even harder with some of these changes. So, we haven't experienced much yet, but we're also a very young, simple business.

Gabi Lewis (22m 26s):

So, I'm sure it's going to get harder.



Mike Shields (22m 28s):

You made me think of this. With influencer marketing, it's a very powerful, like you've said, you're picking very specific people. Have you, how careful do you have to be? You know, you hear the—it's always been an issue where brands don't know what influencer has got to say or do in a given day because, they're people. Now you're reading about these crazy stories of I'm, you know, groups of TikTok stars, living together and throwing crazy parties in an open pandemic and getting in trouble. How much are you more, more cautious about who you work with and how much monitoring do you have to do on what they are saying and doing online?

Gabi Lewis (22m 60s):

Honestly, it has happened to us several times, never anything terrible, but I'd say once, like once every two weeks we got an email from someone who, who says, "You know, I saw this individual posts about your cereal. How dare use support that individual does, you know what?" "They believe X," or "They have political persuasion," why, or, or whatever it might be. And that happens with podcast hosts, it happens with influencers, other brands get it with like investors they choose to work with. So, it's sort of inevitable.

Gabi Lewis (23m 30s):

And sometimes you can avoid it, right? Like some of this stuff, you know, up front, you might know someone's politics upfront. And so you take the risk. Other stuff, you have no idea, a story breaks about someone you work with and everyone's shocked. But sometimes people on the internet quite understand or give you the benefit of the doubt that you couldn't have known before. We've definitely had situations where like a story has come up about someone that nobody knew a week prior when we agreed to work with that person. And we obviously judge everything on a sort of case by case individual basis.

Gabi Lewis (24m 1s):

And don't try not to be too reactive just because like one, one customer said something. So we'll, we'll make decisions based on the actual situation and decide whether it makes sense to keep working with that person or not.



Mike Shields (24m 11s):

So it's not just, "Oh my God, my, this influencer said something insane the other day." It's a customer just saying, I don't like this person. I'm pretty sure this person is liberal or conservative. And I don't like that.

Gabi Lewis (24m 23s):

Yeah, totally. And sometimes just not even people you work with, you know. An extremely right wing political commentator did a video. I wanted him to in a video a couple of weeks ago and you could like see a box and magics were in the background. He don't even talk about it. And someone messaged us about that. And you know, we obviously can't, you can't control. We wouldn't want to control who can buy our cereal, but even if we did, for whatever reason we can, you know, so I'm, it's really got nothing to do with us who, who buys our cereal and whether it's on their shelf in the background.

Gabi Lewis (24m 54s):

So, but that, you know what, we've got one message from someone who I'm sure was just having a bad day and wanted to make a fuss about something, asking, you know, how we could support that person.

Mike Shields (25m 5s):

You know, on this. And just kind of get into—you hinted that your—you know, things like product development are a little bit maybe screwy now. Are there other things are, things are moving slower than they used to be. What's next for you guys? Are you going to, are we looking at a new category as are you just kind of continuing to grow the business? Where do we see you in the next year or so, assuming the economy in life, some at some point goes back to normal.

Gabi Lewis (25m 28s):



Yeah. Honestly were just very focused on releasing new flavors and being very focused on cereal. So we are not the kind of brand that wants to build a platform and launch into 20 different products and become very distracted and build a lifestyle. No we want, we want to make tasty, healthy cereal and be the best at that. And so, that means staying very narrowly focused on at least a new flavors and selling online and just try to keep on doing, what we are doing, but do it better and better.

Mike Shields (25m 55s):

Cool. Well, best of luck. I had a really, really great conversation and thanks for taking some time out. And some really, really interesting stuff. So thank you for talking our listeners through what, what life is like at a DTC launch.

Gabi Lewis (26m 6s):

Awesome. Thank you for having me.

Mike Shields (26m 11s):

A big thanks to my guest this week. Gabi Lewis Co founder of Magic Spoon and of course my partners at Appsflyer. If you like this episode, please take a moment, to rate and leave a review. We have lots more to bring you. So, be sure to hit that subscribe button and we'll see you next time for more on what is Next in Marketing. Thanks for listening.