

GRAB-BAG

Validation Scorecard

The smallest 3-day emergency kit on the market, tested with cold audiences on Facebook and Instagram.

Prepared for
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Sprint
Sep 28 – Oct 11, 2026 (14 days)

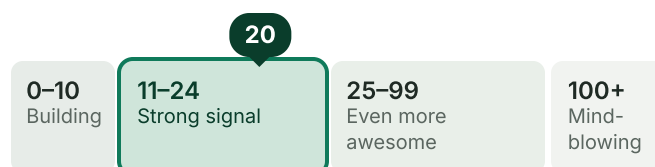
Test type
Free reservation

Verdict

Strong signal

20 strangers reserved GRAB-BAG in 14 days, landing squarely in the "strong signal" range you set before launch. They asked for at least **43 kits** at an expected price of \$36.99, with no network, friends, or warm audience involved.

Your success criteria, set before launch



Results at a glance

20

Reservations

All from cold Meta ads, with test entries excluded

43+

Kits requested

About 2 per person; 3 people asked for 6 or more

\$7.47

Cost per reservation

\$149.31 total ad spend ÷ 20 reservations

1,039

Visitors to your page

Link clicks from the ads

\$0.14

Cost per click

24% below the \$0.19 median for similar ads

1.9%

Visit-to-reservation

20 of 1,039 visitors reserved

From ad to reservation

13,000+

People reached on Facebook alone

→

1,039

Clicked through to your page
≈4% link click-through rate

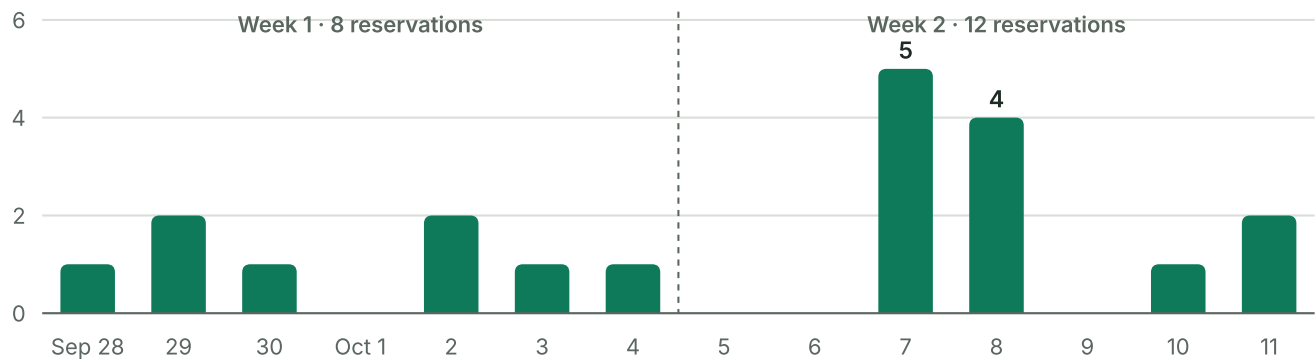
→

20

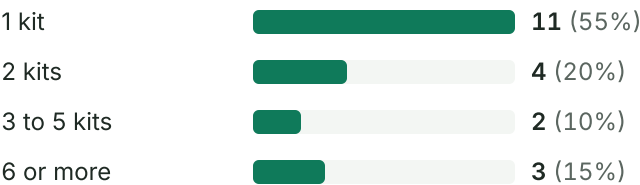
Reserved a GRAB-BAG
1.9% of visitors

Interest grew over the sprint

Reservations per day. Week 2 brought 50% more reservations than week 1 as Meta learned who responds, with the best day on Wednesday, Oct 7.

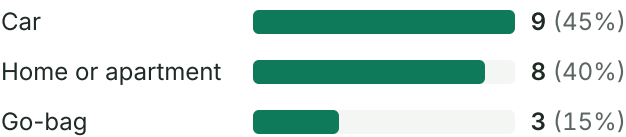


How many kits they want



9 of 20 (45%) want more than one kit, a hint at family and bulk demand.

Where they'd keep it



The car was the top choice, which supports your vehicle and console messaging.

Who responded

- **Women made up 72%** of ad results, and the largest group was **age 65+**, followed by 55–64.
- **Facebook drove most results**, with 849 of 1,039 clicks. Instagram and Meta's partner apps contributed a smaller share.
- Every reservation came from a cold audience. Your organic posts were not part of the measurement.
- **The image ad did the heavy lifting.** Meta sent nearly all of the budget to it, and all 20 reservations came through it.
- **The video drew 141 plays** with a 15-second average watch time, and 71% of viewers kept watching past the first 3 seconds.
- Your cost per click held at \$0.14 for the whole sprint, well below similar advertisers.

What this tells you

Strangers who had never heard of you or GRAB-BAG saw a single ad, chose to visit, and gave their name and email to reserve, many for more than one kit. With a modest \$150 test, that is real, measurable interest from the people you'd sell to, and it met the goal you set before launch.

Keep in mind: a free reservation is a strong sign of interest, but it isn't a purchase. The next step is to learn how many reservation holders will pay, which turns interest into proof of sales.

Recommended next steps

1 Survey your 20 reservation holders

Ask a short set of questions: what price feels right, how many kits they'd buy, and who they're buying for. It's a quick way to sharpen pricing and spot family or bulk buyers.

2 Test willingness to pay

Offer reservation holders a small refundable deposit or early-bird price once you have a production timeline you can support. Even a handful of paid deposits is strong proof for investors.

3 Lead with the image and your strongest audience

Your image ad and women 55+ on Facebook performed best. Start any future campaigns there before expanding.

4 Keep reservation holders warm

Send a short production update about once a month so their interest doesn't fade before launch.

5 Use these results in your next conversations

"20 strangers reserved 43+ kits in 14 days" is a clear, credible proof point for partners, buyers, and investors.

How the test was run

Offer	Free reservation at the expected \$36.99 price. No payment, no ship date, and a required "not a purchase" checkbox.
Traffic	Meta ads (Facebook and Instagram) to cold U.S. audiences, with a \$150 lifetime budget
Page	reserve.getgrabbag.com
Counting	Only reservations tagged as coming from the ads were counted. Test entries were excluded.
Sources	Meta Ads Manager and Netlify form submissions, Sep 28 – Oct 11, 2026. Reach and click-through rate are approximate.