

Best Desserts Fact Sheet

bestdesserts.co | WA +6281339217480 | eat@bestdesserts.co



Established: 2020
Employees: 3

Cakes. Cookies.
Pastries. Slice.
The Best Desserts!

Co-Founder & CEO
Kristia



Co-Founder & CFO
Jarrod

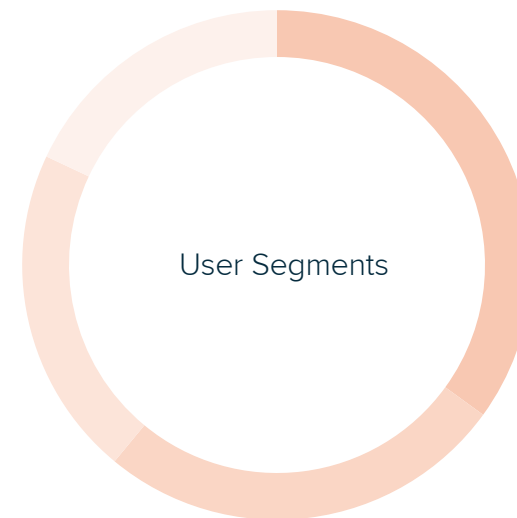


The best desserts should be accessible to everyone.

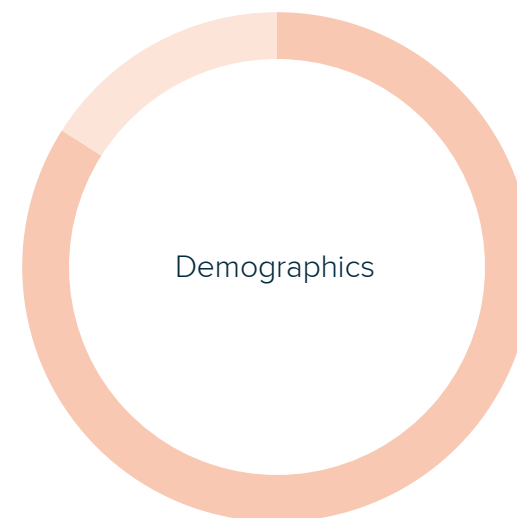
Best Desserts mission is simple - we love discovering, creating, and eating the best desserts on the planet. We aim to share this love of desserts with women around the globe, and create a community of empowered women all sharing their best dessert recipes together.

Through strategic optimisation of both Pinterest and organic SEO, Best Desserts has quickly reached thousands of women, connecting them with simple and delicious desserts.

Best Desserts have also utilised collaboration platforms to receive submissions from renowned brands such as Sanitarium, Mayvers, Califia, Wiltshire, Spotlight, and more!



- 35% Australia
- 26% USA
- 21% Asia
- 18% UK



- 84% Women
- 16% Men

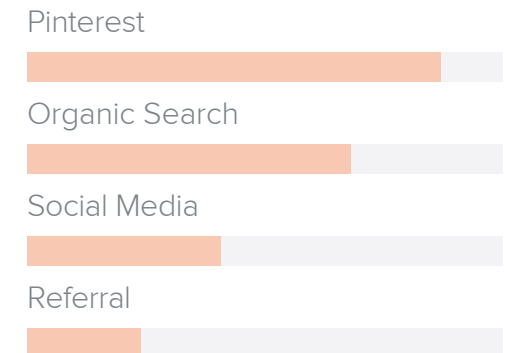
Traffic Growth

2020 Pageviews

| Period | Pageviews |
|----------|-----------|
| Jan-Mar | 0 |
| Apr-July | 2161 |
| Sept '20 | 1602 |

March '20 - Launched Website
May '20 - Reached 100k via pins
Sept '20 - Reached 250k via pins

Acquisition Channels



Age Groups

