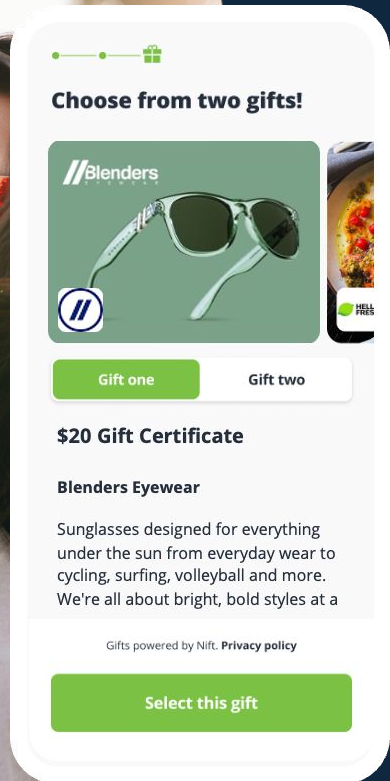


# BLENDERS EYEWEAR CASE STUDY

"A great addition to our growth efforts at a consistent ROAS, Nift has become our 3rd sales channel after paid search & social and their managed service makes it a light lift for our team."

— Matt McGlynn, Director Performance Marketing



The screenshot shows a gift selection interface. At the top, there's a progress indicator with a gift icon. Below it, the text "Choose from two gifts!" is displayed. The main content area features a card for "Blenders" sunglasses, which includes an image of the sunglasses and a small "Nift" logo. Below the card, there are two buttons labeled "Gift one" and "Gift two". Underneath, a "\$20 Gift Certificate" is shown, followed by the text "Blenders Eyewear" and a description: "Sunglasses designed for everything under the sun from everyday wear to cycling, surfing, volleyball and more. We're all about bright, bold styles at a". At the bottom, there is a "Select this gift" button and a small note: "Gifts powered by Nift. Privacy policy".

**5X**  
new customer  
growth moving to  
scale within 90 days

**ROAS**  
remained consistent

**3rd**  
channel for new  
acquisition after  
search and social

- **YoY efficiency gains** - in terms of CVR due to new targeted approach to gifts being shown to the right audience at the right time via Nift Data Science Modeling.
- **2023 to 2024 Conversion Rate** - jumped by 42%.
- **Nift conversion efficiency** - allowed Blenders Eyewear to dial ROAS targets up and down.

**Blenders Eyewear created a reliable acquisition channel with 5x growth**

