


AT HOME HAIR COLOR CASE STUDY

Choose from two gifts!



Gift one Gift two

\$40 Gift Certificate

Discover why thousands of people rave about a Shampoo, Conditioner, and Masque that is made-to-order, just for you. "My customized conditioning mask was great for my hair, reduces frizz, and smells lovely!" "Their products are super great and customer service rocks!"

NIFT TIP: Gift valid when full trio is added to the

Gifts powered by Nift. [Privacy policy](#)

Select this gift

3,601 FIRST-TIME SALES IN Q3 '22

12.7% PURCHASE ON BRAND SITE



UNIT ECONOMICS BELOW TARGET CPA
\$150K BUDGET NOW REPLACING SEARCH & SOCIAL



CONVERTS 5X BETTER THAN SEARCH
AND 7X BETTER THAN SOCIAL



15K+ MONTHLY EMAIL OPT-INS
FOR EMAIL DRIP CAMPAIGN & SOCIAL RETARGETING



STRONG DISCOVERY TO PURCHASE FUNNEL
49% CATEGORY SELECTION
27% GIFT SELECTION
12.7% CONVERSION

