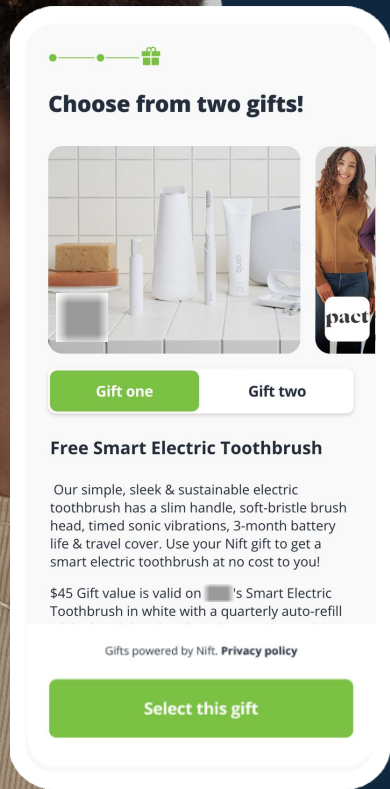


ELECTRIC TOOTHBRUSH SUBSCRIPTION CASE STUDY

UPDATED GIFT VALUE 5X CONVERSIONS



The screenshot shows a gift selection interface. At the top, there's a green gift icon and the text "Choose from two gifts!". Below this are two gift options: "Gift one" (a white electric toothbrush) and "Gift two" (a woman holding a toothbrush). A "Free Smart Electric Toothbrush" section follows, with a description of the product's features and a "Select this gift" button. The interface is clean and modern, with a white background and green accents.

GIFT VALUE	CUSTOMER OUT OF POCKET	CONVERSION RATE	CPA
\$20	\$20	2.4%	\$116
\$40	FREE	13.4%	\$16



CONSUMER ENGAGEMENT ACCELERATED

CATEGORY SELECTION 25%

GIFT SELECTION 46%

CONVERSION 13.4%



PERFORMANCE BELOW CPA TARGET

Subscription behavior in line with other channels

Scaling budget 100k+



ELECTRIC TOOTHBRUSH SUBSCRIPTION CASE STUDY



Choose from two gifts!




Gift one

Gift two

Free Smart Electric Toothbrush

Our simple, sleek & sustainable electric toothbrush has a slim handle, soft-bristle brush head, timed sonic vibrations, 3-month battery life & travel cover. Use your Nift gift to get a smart electric toothbrush at no cost to you!

\$45 Gift value is valid on 's Smart Electric Toothbrush in white with a quarterly auto-refill

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

Select this gift

9,935 FIRST-TIME PURCHASES

JUNE-AUGUST 2023



CONSUMER ENGAGEMENT ACCELERATED

CATEGORY SELECTION 24%

GIFT SELECTION 51%

CONVERSION 11.5%



PERFORMANCE BELOW CPA TARGET

Scaling budget

Testing new product/segments

Advancing Sharing Nifts with customers

