## **FLOWER DELIVERY CASE STUDY**

## Choose from two gifts!



## \$56 Gift (First Month Free)

Over 20K 5-Star Reviews from customers using to spread joy! "Best flower delivery service. We have a subscription for a family member and each month she sends us photos of the beautiful bouquets she receives." - Alex Q

Gifts powered by Nift. Privacy policy

Select this gift



- Valentine's Day 2024 met with quick demand and highly efficient spend.
- Nift outperforms CPA target by 29% (Client CPA target \$78; Nift hits \$57.77).
- Nift initially allotted \$6,000 in spend brand tripled budget mid-campaign due to high efficiency.

## Nift delivered the most successful outcomes for the brand's new performance marketing channel tests

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