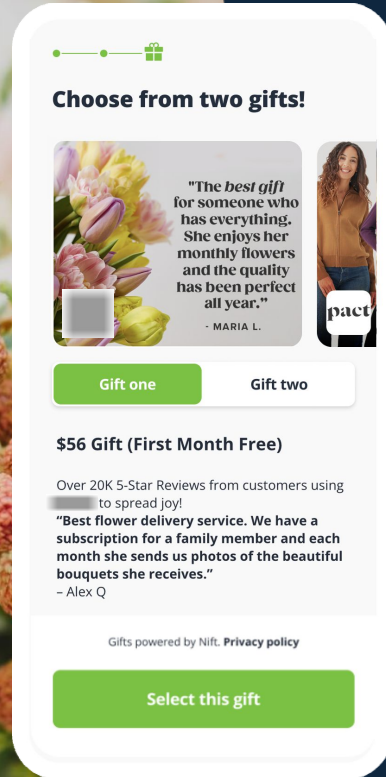


FLOWER DELIVERY CASE STUDY



29%
below target CPA

25%
category
selection rate

18%
gift selection rate

- **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

