


GROCERY & ALCOHOL DELIVERY CASE STUDY

Choose from two gifts!



Gift one Gift two

\$20 Gift Certificate

is the go-to platform to deliver food, drinks, cleaning supplies, home needs, OTC medication and more in just minutes. Serving more than 1000 cities, delivers thousands of products in 30 minutes or less for a delivery fee as low as \$3.95.

\$20 gift valid toward one order of \$10.95+, no cash value. Valid only for first time.

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

Select this gift

\$10 MORE BOOSTS CONVERSION 44%

GIFT VALUE	GIFT SELECTION	CONVERSION RATE	BOOST
\$10	28%	7.8%	
\$15	29%	9.1%	+17%
\$20	31%	11.2%	+44%



UNIT ECONOMICS BELOW TARGET CPA
CATEGORY SELECTION RATE ON PAR WITH OTHERS



HIGHER CONVERSION FROM HIGHER GIFT VALUE
CONVERSION IMPROVED WITH EACH GIFT VALUE INCREASE