

HEALTH & WELLNESS BRAND CASE STUDY

Choose from two gifts!

Gift one **Gift two**

\$50 Gift toward [redacted] or THC Gummies

Find your balance of calm and relief from life's stressors with a \$50 gift valid on all CBD & Full Spectrum products. Use your gift on any of our gummies, oils, topicals and more. Enjoy a peace of mind when you save big on better sleep, recovery and focus today.

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

Select this gift

38,498 FIRST-TIME CUSTOMERS Q2 '23

24% OF GIFT SELECTIONS PURCHASE



UNIT ECONOMICS BELOW TARGET CAC
NIFT PERFORMING AT 50% TARGET & OVER 100% ROAS



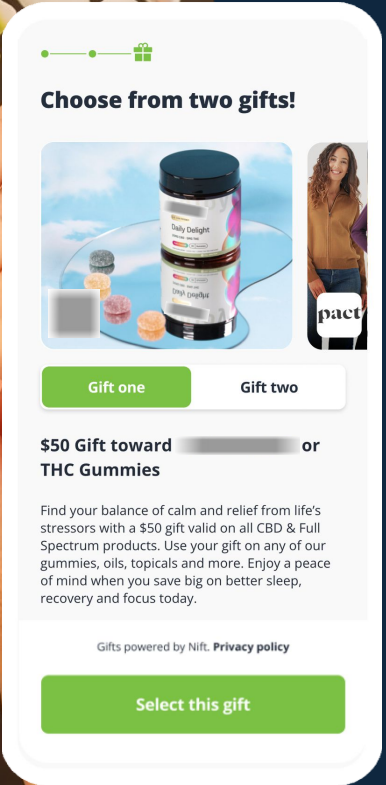
TOP PERFORMING GROWTH CHANNEL
\$225K MONTHLY BUDGET + TURNKEY EMAIL REMARKETING



STRONG DISCOVERY TO PURCHASE FUNNEL
19% CATEGORY SELECTION
35% GIFT SELECTION
24% CONVERSION



HEALTH & WELLNESS BRAND CASE STUDY



\$10 MORE BOOSTS CONVERSION 2X

GIFT VALUE	CONVERSION RATE	IMPACT	CPA
\$40	15.3%		\$19
\$50	32.8%	200%	\$9



CPA IMPROVED 2X WITH BETTER GIFT

200% LIFT IN THE CONVERSION RATE



UNIT ECONOMICS ATTRACTIVE CPA

CLIENT 15X THEIR NIFT BUDGET IN FIRST 90 DAYS

