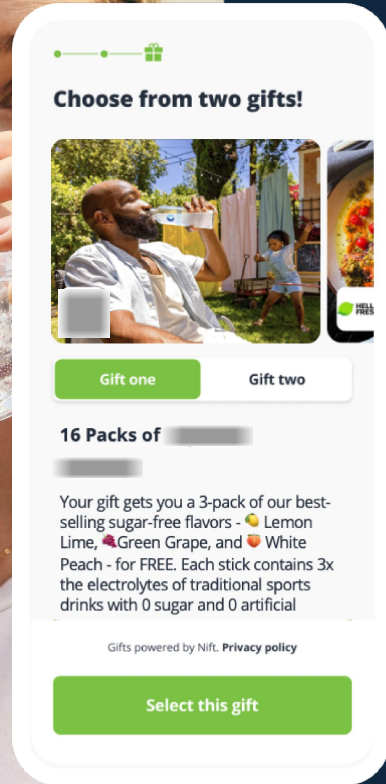


# HYDRATION PACKETS CASE STUDY



**9.2k**

in orders in  
<30 days

**100%**

increase in CVR

**12%**

improvement in CPA

- **Nift recommendation** - on the consumer checkout funnel results in 100% increase in conversion rate.
- **Nift drives 9.2K in orders in < 30 days** - driving trial of premium hydration packets.
- **12% Improvement** - in CPA MoM (December 2023 vs January 2024) via innovative strategies on skipping the Product Detail Page and going straight to Cart.

*Ability to move inventory quickly with 22.5k gift selections in <10 days*

