

MEAL DELIVERY CASE STUDY

Choose from two gifts!

Gift one Gift two

\$110 Gift Across 7 Boxes, First Box Ships Free + Free Apps for Life

Join America's #1 meal kit, [redacted]
Enjoy 50 weekly menus + market items. Nift gift includes free shipping on the first box and one free dessert item per box as long as [redacted]

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

Select this gift

247%
increase in
conversions

20K
first time sales

ROAS
remained consistent

- **Strong discovery to purchase funnel** - (May-July 2024).
- **Core KPIs** - 21% Category Selection, 26% Gift Selection, 4.5% Conversion Rate.
- **Top performing growth channel** - \$500k monthly budget + turnkey email remarketing.

Unit economics at or below the CPA target MoM

