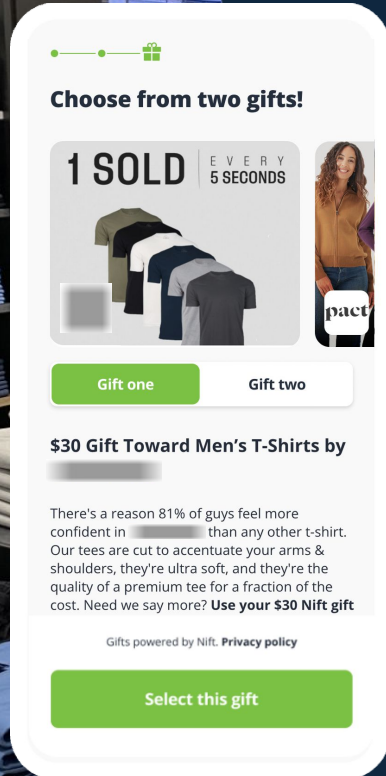


MEN'S QUALITY T-SHIRTS CASE STUDY



The screenshot shows a gift card interface with a green gift icon at the top. Below it, the text reads "Choose from two gifts!". A central promotional banner features the text "1 SOLD EVERY 5 SECONDS" next to an image of several t-shirts. To the right of the banner is a small image of a woman. Below the banner are two buttons labeled "Gift one" and "Gift two". Underneath, it says "\$30 Gift Toward Men's T-Shirts by [blurred brand name]". A paragraph of text describes the quality of the t-shirts, stating that 81% of guys are more confident in them than any other t-shirt. It ends with "Use your \$30 Nift gift". At the bottom, there is a green button that says "Select this gift".

42%
category
selection rate

39%
gift selection rate

19k
selections in
<30 days

- **42% Category Selection Rate** - proving High Quality Men's t-shirts is a hot category.
- **39% Gift Selection Rate** - outperforms most apparel brands.
- **Testing Results** - \$5 more in gift value, results in 1) 40% higher gift selection rate 2) 6% CPA decline 3) increases conversion rate by 17%.

Pilot drove 19k selections in June/July 2024 and 600+ conversions in <30 days

