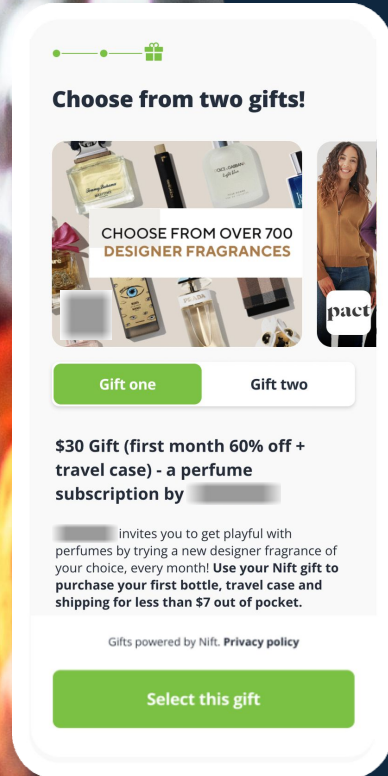


PERFUME SUBSCRIPTION CASE STUDY

"You get the volume of customers you need and a team to help you iterate so you hit your CPA targets."

— Director of User Acquisition



The screenshot shows a mobile app interface for selecting a gift. At the top, there's a green gift icon and the text "Choose from two gifts!". Below this is a carousel of perfume bottles and a woman's portrait. A central text box says "CHOOSE FROM OVER 700 DESIGNER FRAGRANCES". There are two buttons: "Gift one" (highlighted in green) and "Gift two". Below the buttons, the text reads: "\$30 Gift (first month 60% off + travel case) - a perfume subscription by [redacted]". A paragraph follows: "[redacted] invites you to get playful with perfumes by trying a new designer fragrance of your choice, every month! Use your Nift gift to purchase your first bottle, travel case and shipping for less than \$7 out of pocket." At the bottom, it says "Gifts powered by Nift. Privacy policy" and a large green button labeled "Select this gift".

24,442 NET-NEW SUBSCRIBERS

JUNE-AUGUST 2023



\$300K+ MONTHLY BUDGET

ADJUST CPA TARGET BASED ON ONGOING LTV PERFORMANCE



FULLY MANAGED SERVICE

OPTIMIZED LANDING PAGE & REMARKETING EMAILS



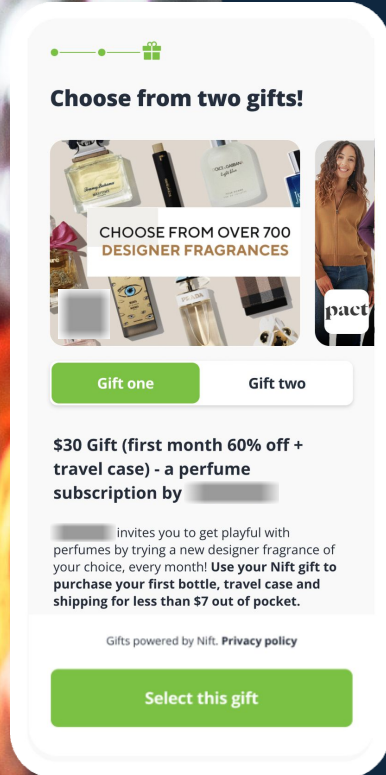
STRONG DISCOVERY TO PURCHASE FUNNEL

28% CATEGORY SELECTION

34% GIFT SELECTION

8% CONVERSION

PERFUME SUBSCRIPTION CASE STUDY



Choose from two gifts!

CHOOSE FROM OVER 700 DESIGNER FRAGRANCES

Gift one Gift two

\$30 Gift (first month 60% off + travel case) - a perfume subscription by [redacted]

[redacted] invites you to get playful with perfumes by trying a new designer fragrance of your choice, every month! **Use your Nift gift to purchase your first bottle, travel case and shipping for less than \$7 out of pocket.**

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

Select this gift

\$19 MORE BOOSTS CONVERSION 60%

GIFT VALUE	CONVERSION RATE	IMPACT	CPA	IMPACT
\$10	5.9%		\$48	
\$29	9.4%	+60%	\$27	-43%

✓ **CPA IMPROVED 43% WITH BETTER GIFT**
60% LIFT IN THE CONVERSION RATE

✓ **UNIT ECONOMICS ATTRACTIVE CPA**
CLIENT 4X THEIR NIFT BUDGET IN FIRST 30 DAYS