

STREAMING SUBSCRIPTION CASE STUDY

Choose from two gifts!

Start Streaming All Your Favorites

Gift one Gift two

4 Months Free

Listen how you want- Use the [redacted] app on your phone, online, on connected home devices and through Apple CarPlay® and Android Auto™.

With the [redacted] app you can stream:

- ✓ Music by genre or decade to match any mood, activity, or event
- ✓ Original talk - exclusive comedy, news from

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

Select this gift

646%
increase in trials

18%
match rate

58%
better than other
channels

- **Nift's beats other channels by 58%** - in initial quality metrics (7-day deactivation rate).
- **646% increase** - in trials driven by Nift from 2022 - 2023.
- **~18% Match Rate** - on SXM existing customer base to Nift audience drives 100% net new customers.

Implementation of suppression list in June 2024 resulted in showing SXM category to 54% less audience while increasing trial volume by 25%

