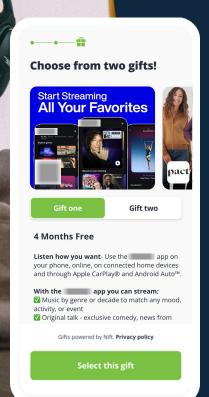
## **STREAMING SUBSCRIPTION CASE STUDY**



**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%