





SUNGLASSES CASE STUDY





Choose from two gifts!



Gift one **Gift two**

\$30 Gift towards Sunglasses by [redacted]

Stop paying for overpriced polarized sunglasses and get the same high-quality performance polarized sunglasses with [redacted]. We believe the sunglasses aren't just meant to be loved, they're made to be lived in. **Prices start at just \$54, which means you can use your \$30 Nift to snap a pair of [redacted] for as little**

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

Select this gift

1.8X
ROAS

31%
above cart minimum

3X
initial pilot targets

- **Because of efficiency and consistency** - Nift was the only channel that did not receive a reduced media budget in August as the brand reduced spending headed into their "off-season".
- **3x'd initial pilot budget** - between Q1 2024 and Q4 2024 due to consistent performance.
- **Nift audience purchased 31% above** - the cart minimum required for the Nift gift - a testimony to how leaning into the gifting mentality and shifting more value to the customer generates more revenue for the brand.

Drives consistent volume month over month at 1.8x ROAS target

