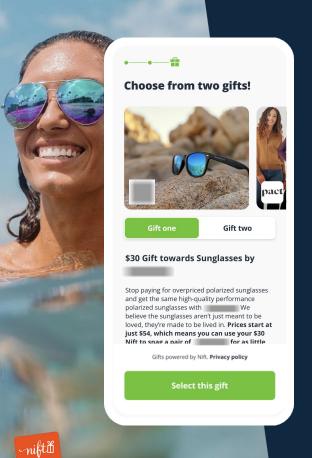
SUNGLASSES CASE STUDY



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