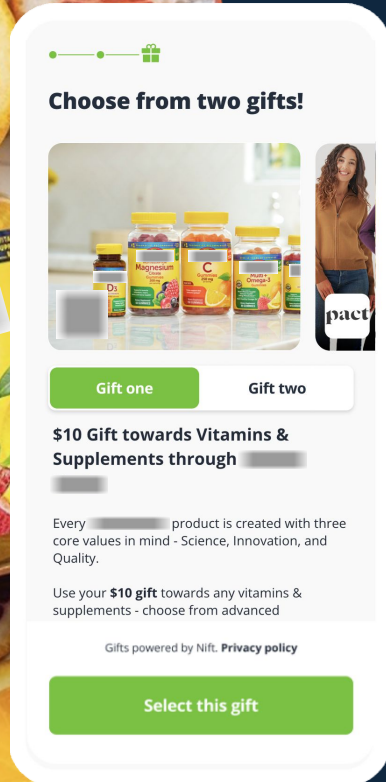


VITAMINS CASE STUDY



The screenshot shows a gift selection interface. At the top, there is a green gift icon and the text "Choose from two gifts!". Below this is a carousel of product images, including a large jar of "D3 Gummies 2000 IU (50 mcg) per serving" and several smaller bottles of vitamins. To the right of the carousel is a small image of a woman. Below the carousel are two buttons: "Gift one" and "Gift two". Underneath, there is a text block: "\$10 Gift towards Vitamins & Supplements through [redacted]". Below this is a paragraph: "Every [redacted] product is created with three core values in mind - Science, Innovation, and Quality." followed by another paragraph: "Use your \$10 gift towards any vitamins & supplements - choose from advanced". At the bottom, there is a link "Gifts powered by Nift. Privacy policy" and a large green button labeled "Select this gift".

92%
customer satisfaction
rating with gift

69%
growth in
conversions YOY

11%
decrease in
CPA YOY

- **Nift has iterated gift content monthly** - with low lift from the the brand.
- **Brand is able to give a budget to Nift** - and not only do they spend it but beat CPA targets; YOY Nift has grown conversions by 69% and decreased the CPA by 11%.
- **Nift remarkets to the brand's customers that have selected gifts previously**- and gains double the open and click through rates of the brand's standard remarketing campaigns.

Nift is able to dial up and down spend and scale YoY

