

1,370 FIRST-TIME CUSTOMERS IN 2 WEEKS

10.5% OF SELECTIONS PURCHASE



UNIT ECONOMICS 50% BELOW TARGET CAC
NIFT PERFORMING WELL ABOVE EXPECTATIONS



SCALED BUDGET TO \$100K/MO AFTER 1ST 10 DAYS
OPTIMIZED GIFT, LANDING PAGE & REMARKETING EMAILS



STRONG DISCOVERY TO PURCHASE FUNNEL
17% CATEGORY SELECTION
30% GIFT SELECTION
10% CONVERSION