

WATER BOTTLE & FLAVOR PACKS CASE STUDY

Choose from two gifts!

Gift one Gift two

FREE stainless steel water bottle and 2 flavors when you spend \$35, from [redacted]

Looking to drink more water? [redacted] is here to help! With over 100 delicious flavor options, [redacted] has something for everyone. [redacted]'s innovative bottle allows you to customize your taste by flavoring your water sip by sip. You can

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

Select this gift

ZERO
change in CAC
while scaling new
customer volume

2,300
first time sales,
March - July 2024

27%
Increase in
conversions,
Q2 - Q3 2024

- **Strong discovery** - to purchase funnel.
- **Strong KPI performance** - 27% Category Selection, 23% Gift Selection, and 5.53% Conversion Rate
- **Fully Managed Service** – Nift handles creative versioning to ensure efforts are effective and dynamic.

Unit economics at or below the CPA target MoM

