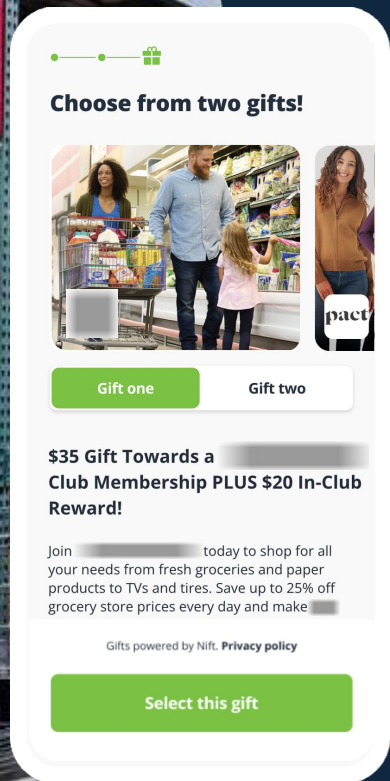


WHOLESALE CLUB CASE STUDY



Choose from two gifts!

Gift one Gift two

\$35 Gift Towards a [redacted] Club Membership PLUS \$20 In-Club Reward!

Join [redacted] today to shop for all your needs from fresh groceries and paper products to TVs and tires. Save up to 25% off grocery store prices every day and make [redacted]

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

Select this gift

2nd

channel for net new acquisition

ROAS

remained consistent

6X

new customer growth from pilot to scale in 120 days

- **Rapid Customer Growth** – 360%+ increase in conversions from April - July 2003 to April - July 2024.
- **CPA-focused partnership** – KPI alignment to drive CAC lower than existing paid social.
- **Fully Managed Service** – Nift handles creative versioning to ensure efforts are effective and dynamic.

Wholesale club created a reliable acquisition channel with 6x growth

