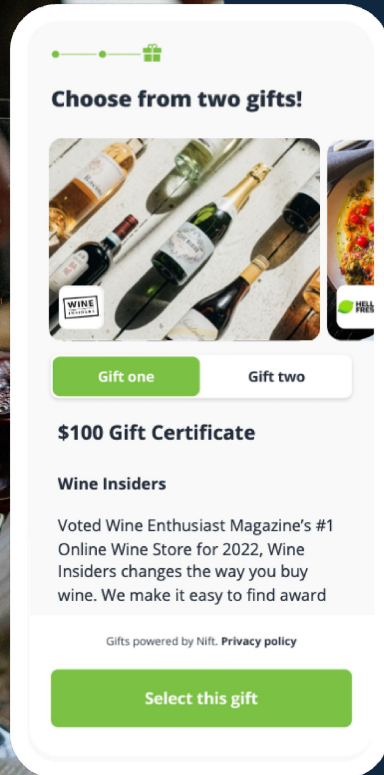


WINE INSIDERS CASE STUDY

"Nift helps orchestrate offers with what works best for their customers, and it's become one of the most important tools we've used with an average conversion rate of over 10%."

— Louis Amoroso, CEO of Full Glass Wine Co.



2X
order volume
growth YOY

8.5%
average CVR

71%
customer
satisfaction rate

- **2x'd order volume** - between 2022 and 2023.
- **Generated consistent CVRs of at least 8.5%+** - over the last 32 months, due in large part to a Nift recommended and co-designed landing page that thread cohesive language throughout the funnel.
- **Unit economics** - at or below the CPA target MOM.

Nift Accounts For 25% of Customer Acquisition Within 3 Months