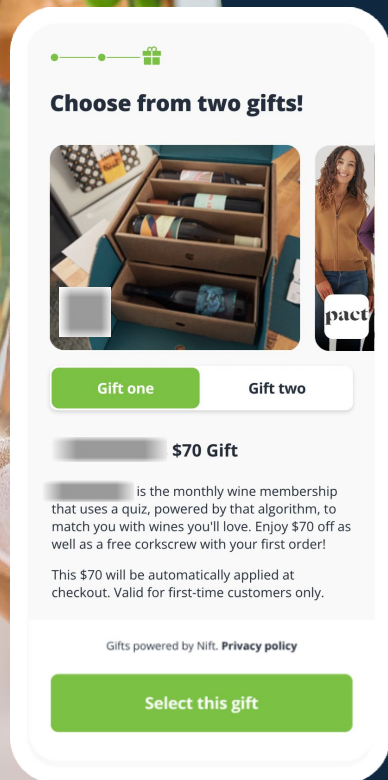


WINE RETAILER CASE STUDY



5,263 FIRST-TIME SALES Q4-2023

9%+ OF SELECTIONS PURCHASED ON SITE



UNIT ECONOMICS BELOW TARGET

\$300K SCALABLE MONTHLY BUDGET



2X ROAS ON FIRST-TIME SALES

OPTIMIZED GIFT, LANDING PAGE & EMAIL REMARKETING



STRONG DISCOVERY TO PURCHASE FUNNEL

19% CATEGORY SELECTION

33% GIFT SELECTION

9% CONVERSION

