

WINE SUBSCRIPTION CASE STUDY

"The Nift team has gone above and beyond to ensure quality acquisitions at an efficient cost, giving us the opportunity to innovate and test at scale."

— Director of Acquisition

BETTER GIFT BOOSTS CONVERSION 30%

GIFT VALUE	CONVERSION RATE	CVR LIFT	CPA DECREASE	CPA DECREASE	CPA DECREASE
\$65 Gift	7.1%	+50%	\$39	-\$17	-30%
\$60 Gift	4.7%		\$57		



\$5 IN ADDITIONAL GIFT VALUE LOWERED CPA \$17
HIGHER CONVERSION RESULTS IN CPC BELOW \$3



UNIT ECONOMICS BELOW CPA TARGET
CLIENT MONTHLY BUDGET \$150K W/ NIFT MANAGING TO CPA KPI

Choose from two gifts!

Gift one: 6 bottles of wine for \$34.95 - by [redacted]

Gift two: [redacted]

Join [redacted] Wine Club and discover world-class wines tailored to your tastes and delivered right to your door! Our winemakers sample over 10,000 wines each year and select only the best for the club. Use your Nift gift to get 6 of [redacted]'s award-winning wines for \$34.95, regularly priced at \$129+, with free shipping.

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

Select this gift

