



NIFT FOR PARTNERSHIPS

Driving bottom-line revenue for theCut

THE CHALLENGE:

TheCut, a leading haircut app facilitating effortless scheduling for barbers and seamless booking for clients, has processed over \$2B in haircut bookings. They sought a low-risk strategy to enhance customer satisfaction and generate additional offline revenue streams.

THE SOLUTION:

TheCut partnered with Nift to offer surprise and delight gifts at contextualized moments creating positive user experiences and generating a net new offline revenue stream.

Initially, Nift gifts were sent to small audience segments via email, allowing for easy graphics and educational copy iteration before broadening the program. This approach helped uncover contextually relevant moments for timely, personalized campaigns.

theCut



"Nift has positively impacted our bottom-line. Together, we've hit revenue targets while awarding users at key milestones in their lifecycle."


**— Darrian Cate,
Head of Growth
at theCut**

Active user sends on a 30-day and quarterly cadence proved to be the most effective strategies for conversion. Users who had engaged with theCut in the past 30 days showed the highest engagement with Nift offers. Ongoing communication and collaboration with the Nift support team were instrumental in optimizing campaigns and ensuring transparent sharing of results.

THE RESULTS:

Since launching its partnership with Nift in 2022, theCut has sent over 8.2 million unique “thank you” gifts to users.

When surveyed
90%
of these users
expressed love
for the gifts



By ensuring a positive customer experience within the app, Nift consistently demonstrates its ability to drive business growth, helping theCut achieve long-pursued revenue and user milestones. Additionally,

83% of thanked users indicated they like theCut more after receiving a Nift gift.

Beyond customer satisfaction, **Nift has significantly impacted theCut’s revenue and user milestones**, aligning with their strategic business objectives.



LOOKING AHEAD:

TheCut plans to continue testing, learning, and optimizing with Nift. They aim to find more “moments of celebration” with their customers to send Nift gifts.

Future plans include incentivizing actions that benefit users and bottom-line revenue, achieving seamless integration with their app, and testing Nift offerings in emerging markets.

Schedule a meeting today with our Partnership Team:

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GoNift.com/Business/Partners

