



# RESHAPING HOW MILLIONS DISCOVER & TRY NEW DTC BRANDS

Nift integrates DTC products and services as a 'thank you' gift within consumer apps, driving **net new customer acquisition at or below a brand's target CPA.**

By operating in a closed ecosystem of premium consumer apps, Nift gives brands exclusive access to millions of unique, super-engaged customers to **reliably hit LTV and acquisition goals.**

- **200M+** unique monthly customers
- **40M+** monthly 'gift' opportunities
- **5X AUDIENCE** growth projected in 2024

YOUR CAMPAIGN  
REACHES USERS ACROSS



There's no better way to understand the magic of Nift than to try it for yourself.





# HARNESS THE POWER OF PROVEN CUSTOMER ACQUISITION

Nift's proprietary AI increases relevancy. Brands unlock higher conversion powered by machine learning and personalized gift selection.



"Nift's customers are net new, cost less, and have strong buying behavior. We see 3X better conversion than other top social channels." — Samantha Taslim, Director of Acquisition Marketing, **Rocksbox**



"A great addition to our growth efforts at a consistent ROAS, Nift has become our 3rd sales channel after paid search & social and their managed service makes it a light lift for our team." — Matt McGlynn, Director Performance Marketing, **Blenders Eyewear**

**LEARN MORE**  
[www.GoNift.com](http://www.GoNift.com)



**+151%**  
in new customer acquisition within 6 months

**+10%**  
average new customer conversion rate

**25%**  
share of total customer acquisitions in Q3 2023

"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 Full Glass Wine Co.**

