



WHERE REVENUE GROWTH  
MEETS EXTRAORDINARY  
CUSTOMER EXPERIENCES



# WHAT IS NIFT?

We give gifts all the time, for birthdays, graduations, weddings, or simply out of kindness. People give gifts to express appreciation, so why not thank your customers with unexpected gifts to show gratitude? That's the foundation

of the Nift Network. It's called "surprise and delight," and it's a game-changer for our partners.

For brands and restaurant groups, Nift is a high-performance growth channel for acquiring net new, lifelong customers. The Nift Network has revolutionized how consumers discover and try new brands and restaurants by integrating products and services as a 'thank you' gift within consumer apps.



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



# Here's How the Nift Network Benefits Partners, Advertisers, and Consumers:

## Nift for Partnership:

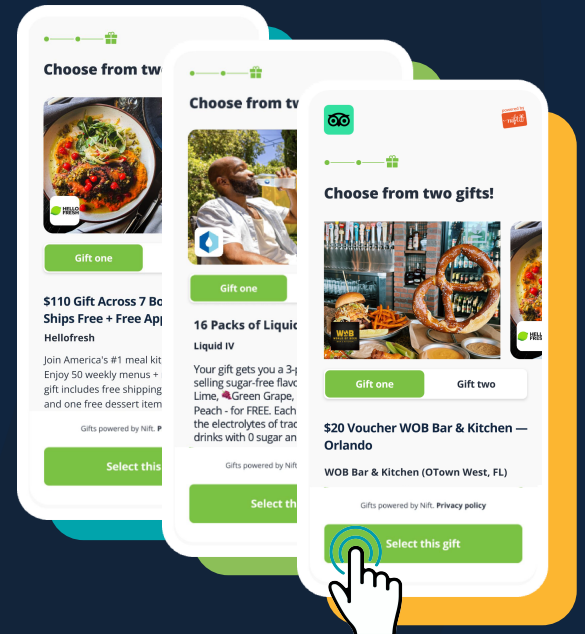
Nift partners with leading apps like TripAdvisor, ParkMobile, and Mindbody that want to “surprise and delight” their users. When app users complete key actions, like paying for parking or leaving a review, they are thanked with a personalized gift they can use to discover and try select advertisers on the Nift Network.



## Nift Advertising for Brands & Restaurants:

Over 12,000 DTC brands and restaurant groups, including HelloFresh, Liquid I.V., Thrive Causemetics, World of Beer, Salad & Go, and Lennys Subs, use Nift Advertising as an alternative performance marketing channel to drive acquisition while lowering their CPA and hitting ROAS targets. When consumers within our network of partner apps are thanked for completing an action, such as leaving a review on TripAdvisor, paying for parking via ParkMobile, or registering for a yoga class via Mindbody, our proprietary AI selects personalized gifts from our advertisers. Nift delivers an average 10% CVR and a low CPA - up to 50% less than paid social.

## Real gifts. Not ads or affiliate offers.



Gifts are fully funded by advertisers

## Nift Gifts for Consumers:

Consumers discover brands and restaurants aligned with their interests and receive unique incentives to purchase.

The heart of the Nift Network lies in replacing ordinary digital ads with thoughtful thank-you gifts, fostering customer appreciation for our partners, driving acquisition for our advertisers, and transforming how consumers discover and try something new.

Learn more about the Nift Network for partners, advertisers, and consumers today at:  
**GoNift.com/Business**