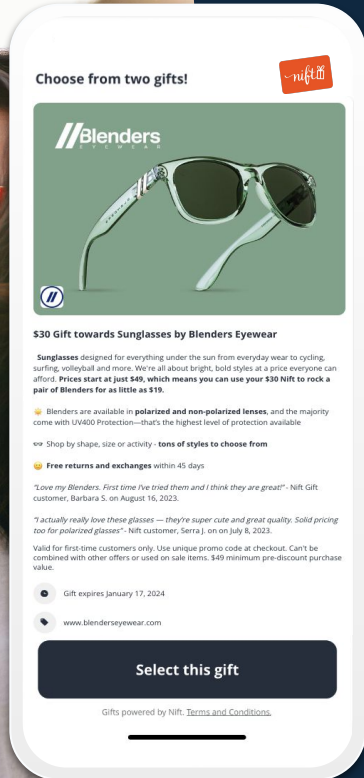



BLENDERS EYEWEAR CASE STUDY

"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



Choose from two gifts!



\$30 Gift towards Sunglasses by Blenders Eyewear

Sunglasses designed for everything under the sun from everyday wear to cycling, surfing, volleyball and more. We're all about bright, bold styles at a price everyone can afford. Prices start at just \$49, which means you can use your \$30 Nift to rock a pair of Blenders for as little as \$19.

- Blenders are available in polarized and non-polarized lenses, and the majority come with UV400 Protection—that's the highest level of protection available
- Shop by shape, size or activity—tons of styles to choose from
- Free returns and exchanges within 45 days

"Love my Blenders. First time I've tried them and I think they are great!" - Nift Gift customer, Barbara S. on August 16, 2023.

"I actually really love these glasses — they're super cute and great quality. Solid pricing too for polarized glasses!" - Nift customer, Serra J. on July 8, 2023.

Valid for first-time customers only. Use unique promo code at checkout. Can't be combined with other offers or used on sale items. \$49 minimum pre-discount purchase value.

Gift expires January 17, 2024

www.blenderseyewear.com

Select this gift

Gifts powered by Nift. [Terms and Conditions](#)

5X
new customer
growth reaching
scale within 90 days

ZERO
change in ROAS
from pilot to
5X scale

#1
customer acquisition
channel after
search and social

- **Generating Sales Off Season** – 545% increase in customer growth in Q4, the “off season” for sunglasses, vs. Q2 (spring/summer)
- **Scalable Pilot** – Customer acquisition moved from 1,200 per quarter during pilot to 5,600+ per quarter, while maintaining consistent ROAS
- **Light Resource Lift** – Nift’s team takes care of creative development, campaign optimization, and reporting

Blenders Eyewear created a reliable acquisition channel with 5x growth