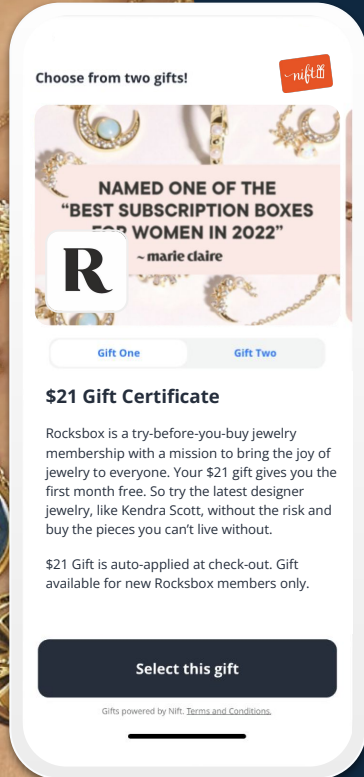


# ROCKSBOX CASE STUDY

"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



**4X**  
new customer  
growth from pilot to  
scale in 90 days

**ZERO**  
change in CAC while  
scaling new customer  
volume

**2X LTV**  
and lower CPA  
vs new customers  
from paid social

- **Rapid Customer Growth** – 345% increase in customer growth from Q1 to Q2 & Q3
- **Scalable Pilot** – Acquisition from 1,200 per quarter during pilot to over 23,465 in Q4 of 2023 while maintaining consistent CAC
- **Optimizing for LTV** – Measuring conversion and subsequent purchase behavior of each variant to continuously improve LTV

**Rocksbox moved from pilot to scale in 90 days, 4X'ing their results.**

