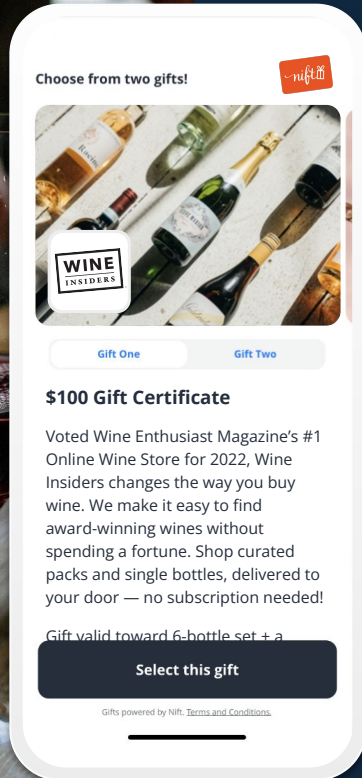


WINE INSIDERS CASE STUDY

"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 of Full Glass Wine Co.



+151%
in new customer
acquisition within
6 months

+10%
average
new customer
conversion rate

25%
share of total
customer acquisitions
in Q3 2023

- **CPA-focused partnership** – KPI alignment to drive CAC lower than existing paid social.
- **Transparent Results** – Fully accessible, data-driven results ensures trustworthy effectiveness of the test pilot
- **Fully Managed Service** – Nift handles creative versioning to ensure efforts are effective and dynamic

Nift Accounts For 25% of Customer Acquisition Within 3 Months

