Choose from two gifts! \$100 Gift Certificate Voted Wine Enthusiast Magazine's #1 Online Wine Store for 2022, Wine Insiders changes the way you buy wine. We make it easy to find award-winning wines without spending a fortune. Shop curated packs and single bottles, delivered to your door — no subscription needed! Gift valid toward 6-hottle set + a Select this gift Gifts powered by Nift. Terms and Conditions

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