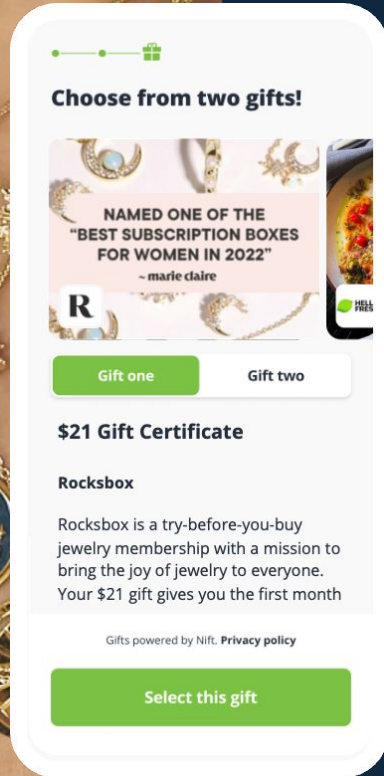


ROCKSBOX CASE STUDY

"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.