

Listrak + Nift:

Combining Listrak and Nift
drives new customer acquisition
and higher conversion rates
with targeted gifting campaigns.

Ecommerce marketers are constantly on the lookout for the latest acquisition and retention tools to add to their toolkit. Listrak's partnership with Nift offers a fresh and effective channel for driving first-time buyers and then nurturing them through remarketing email campaigns.

Nift draws new customers in three simple steps:

1. Nift Partners like Uber and Shipt offer their customers digital gift cards from brands like yours to thank them for referrals, downloads, and more.
2. Customers select a category and a brand, then proceed directly to the brand's site, where the gift is applied as a discount at checkout.
3. In addition to the initial sale, your brand acquires contact info and permission to remarket to your new customer.

Nift's patented AI ensures that your brand is only shown as an option to customers within your target audience. After a customer selects your brand's gift through Nift, Listrak can capture those buyers via custom landing pages, onsite acquisition popups, and nurturing and triggered email solutions that will further increase conversion rates, grow your list, and foster loyalty and retention.



45%

of customers select the
Sunglasses category

25%

converted in first 30 days

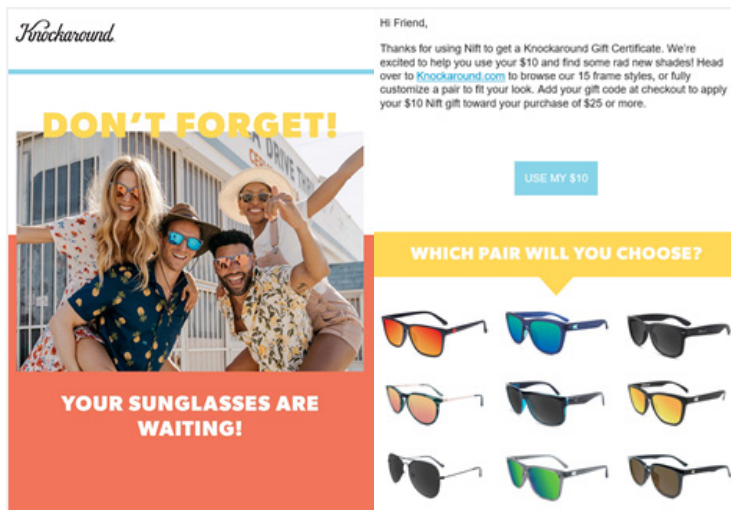
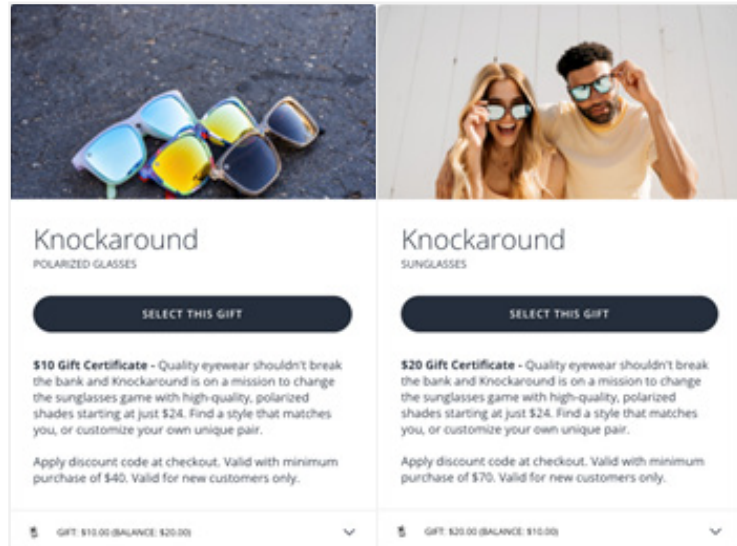
\$0.19

per email vs. broadcast

Acquisition Growth for Knockaround

A mutual client case study.

Listrak client Knockaround, a retailer of stylish, affordable sunglasses, recently began partnering with Nift to enhance their marketing strategy and has quickly seen results. Initial engagement from consumers has been very strong, with 45% selecting the “Sunglasses” category when it is an option and 1 in 4 proceeding to select Knockaround’s gift offer.



Once buyers choose their gift via Nift, Knockaround is able to employ remarketing email campaigns via Listrak to encourage the first purchase and keep customers engaged afterward.