

Rokt delivers highest quality customers for Naked Wines

THE OPPORTUNITY

Naked Wines, an online crowdfunding wine start-up, wanted to find high quality leads to nurture to conversion over time.

ROKT SOLUTIONS

Rokt invited consumers across its partner sites to accept a surprise and delight offer—a voucher to use on NakedWines.com—following an online transaction. Rokt sent targeted emails to nurture consumers to drive a purchase. By understanding the brand's needs and frequently testing, Rokt delivered substantially higher quality customers than other marketing channels.

THE RESULTS

Highest Quality Customers

Rokt vs. the rest of the channel mix

A Trusted Partner

Rokt is a trusted partner that drives customer growth

“The quality of the customers that we’re acquiring from Rokt is substantially higher than the rest of the programs we have in our channel mix.”

- Head of Acquisition, NakedWines.com