

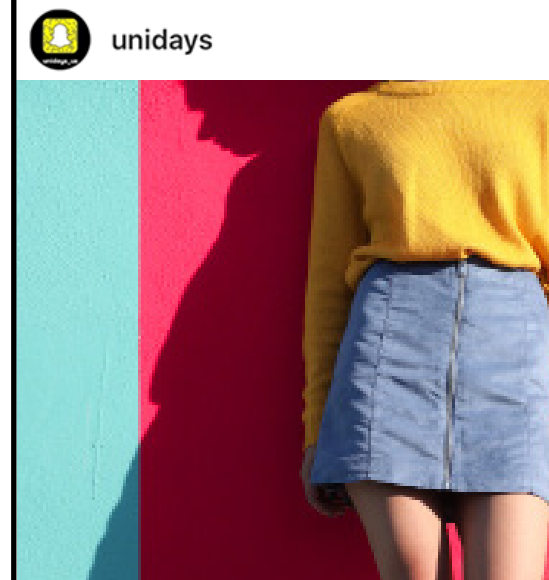
UNiDAYS

Nasty Gal increases revenue and engagement with Gen Z by over 30%

+37%
revenue
increase

+31%
engagement

Gen Z
awareness



The challenge

A popular American retailer, Nasty Gal, found the perfect partner in UNiDAYS to increase brand affinity and purchase intent with Gen Z college students in the US.

After researching its consumer database, the retailer realized they needed to focus more on reaching an influential Gen Z audience and sought a partner who could create an always-on marketing strategy with them to drive brand affinity and desirability with students.

The solution

Nasty Gal partnered with **UNiDAYS** to create a scalable, customized and highly effective Gen Z marketing strategy.

The retailer was able to leverage the following tactics:

- **UNiDAYS'** Student Verification Technology was used to build a Gen Z segmentation strategy
- Custom Content focused on seasonal and holiday promotions and was supported across all channels (email, social, app and site)

The results

After just four months of working with **UNiDAYS**, Nasty Gal:

- Significantly expanded its Gen Z customer base
- Increased revenue by 37% with Gen Z
- Drove 31% uplift in brand engagement with students

About UNiDAYS

UNiDAYS, the world's leading Student Affinity Network, provides student verification technology and integrated marketing solutions to help brands connect with Gen Z. Visit www.myunidays.com/genz