

# Client Case Study: GetGFTD



GetGFTD

Industry: Technology  
Location: Baltimore, MD

## Our Role

GFTD is an app that allows people from near and far to send a token of gratitude, sympathy, support, or congratulations, instantly. GFTD is customized to everyone's individual wishes, taking out the guesswork. The app creates a premiere gift-giving experience that revolutionizes how we give and receive by streamlining the gifting process through the combination of select digital features into one, easy-to-use platform.

GFTD has requested Loyola Consulting Group at Loyola University Maryland, Inc. support in advertising and reaching several types of markets while honing in on the user experience and marketing their competitive advantage.

## Solution

LCG worked with GFTD to develop content and advertising strategies, drive new sign ups, and perform user experience research. The team produced over 40 graphics and 18 videos for Instagram and TikTok and created campus contents with gift prizes, increasing the company's social media following by over 170 new users. LCG engaged with nearly 200 students at three pop-up events to drive downloads, and the team helped to improve usability by making suggestions to increase attraction for the 18-24 and 50-70 age range demographics.

## LCG Team Composition

Consultant - Taylor O'Brien  
Analysts - Lauren Fein, Arianna Meehan, Skyler Betournay, Brianna Kaffeseder, John Ebert, Dominic DeSantis, Dante Pascale

## Business Results



Generated 40+ graphics and 18 videos that emphasize the brand, events, and sustainability initiatives



Organized pop-up events and contests to drive new sign ups, engaging with 150+ students



Improved app usability by collecting user feedback for various audiences and presenting recommendations to increase attraction

**I loved how engaging and action-oriented the team was. They were willing to share feedback and successfully tabled events and grew our social media presence.**

Nina Guise-Gerrity  
GetGFTD, CEO

