

HUNTER

IBKÜL

IBKUL CASE STUDY



"THANKS TO HUNTER, OUR BUSINESS HAS SKYROCKETED! SALES HAVE GROW BY NEARLY \$2 MILLION AND OUR ROAS IS OVER 12X!"

- ANURAG, PRESIDENT

BACKGROUND

IBKUL IS A CONSCIOUS FASHION STORE OFFERING MULTI-FUNCTIONAL INTELLIGENT MOISTURE SENSOR FABRIC, ICEFIL COMBINES WITH THE BODY'S MOISTURE TO CREATE A COOLING THERMAL REACTION. THEIR GARMENTS FEATURE UPF 50+ SUN PROTECTION TO COMBAT HARMFUL UVA AND UVB RAYS.

CHALLENGE

IBKUL WAS LOOKING TO IMPROVE THEIR COMPANY'S SALES AND FOCUS ON FINDING HIGH QUALITY LEADS. TO SCALE IBKUL PRODUCTIONS, THEY NEEDED HELP FROM AN ESTABLISHED AGENCY WITH AN AUTOMATED OUTREACH SYSTEM. PART OF THE PROBLEM STEMMED BACK TO AUDIENCE SEGMENTATION.

STRATEGY

We found potential for growth in our preliminary audit. Soon after that we optimized their data feed so that their products are easier to find, and carried out product level analysis to figure out which of the products were generating traffic, losing traffic, and making conversions.

REVENUE

↑ \$1.9 MIL

ROAS

1229%

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