

CASE STUDY

HUNTER



PROWORLD FEELS THE HEAT, BUT PRESSES ON

Founded in 1974, Proworld is the world's largest supplier of heat applied graphics and materials. Small businesses and DIYers quickly fell in love with creating custom t-shirts, wall graphics or hats. In 1997, the company went online and grew rapidly through a combination of product selection, superior service and smart marketing.



Challenge

In 2009, after 12 years of consistent online growth Proworld started to struggle. Matt Cohen, the company's president, knew he needed to make changes or the company might fail. He hired a well respected Paid Search agency but the improvement was minimal and the extra cost meant that Proworld was losing even more money. The situation was dire and Matt concerned about the future of the online business.

Hunter Digital provides marketing strategy and digital marketing services to startups and ecommerce businesses.

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Solution

With paid search faltering Matt reached out to HUNTER. The engagement started with a paid search audit, which gave Proworld insights into the health of the program; it was clear that paid search needed to be overhauled. With a plan in place, HUNTER started to implement the recommendations and within weeks Proworld's KPIs started to improve. Underperforming keywords were paused, those with good ROI were expanded and Ad Copy was improved. Matt had new found hope for the company.



Results

Since that day in 2010 Proworld and HUNTER have maintained a close partnership. The results have been nothing short of amazing. In the first year, sales from paid search grew by \$325,277, a 40% improvement on just a \$16K increase in spend. With a 660% ROI, Proworld was profitable again and on the road to success.

Over the next 3 years sales from paid search increased by \$588,571 on \$69,723 additional spend and hit an all-time ROI high of 713%. In 2016 Proworld is expected to break \$3 Million in sales with a 740% ROI from paid search.



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