

HUNTER

BIKINI.COM

BIKINI.COM CASE STUDY

"WHATEVER YOU'RE
DOING, I'M LOVING
IT!"

- ADRIAN VENDER, VP MARKETING



BACKGROUND

BIKINI.COM IS A LIFESTYLE DESTINATION AND CURATED COLLECTION FOR THE BEACH GLOBETROTTER, ENCOMPASSING EXOTIC TRAVEL, HEALTH AND FITNESS, AND SWIMWEAR CULTURE. THEIR ONLINE BOUTIQUE SHOWCASES A CURATED COLLECTION OF ONE-OF-A-KIND SWIMWEAR AND ACCESSORIES FROM WELL-KNOWN AND EMERGING DESIGNERS.

CHALLENGE

THE BIKINI.COM MARKETING TEAM HAD DIFFICULTY ACHIEVING A POSITIVE ROI ON GOOGLE SHOPPING. "THE MARKET IS VERY COMPETITIVE AND BECOMING COMMODITIZED", SO THEY THEY CHALLENGED HUNTER TO EXPAND THEIR SALES AND IMPROVE THE RETURN ON AD SPEND (ROAS).

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.

AD SPEND

6X ↑ INCREASE

REVENUE

17X ↑ INCREASE

ROAS

750%



HUNTER DIGITAL IS AN AWARD-WINNING
DIGITAL AGENCY PROVIDING
MARKETING STRATEGY AND SERVICES TO
ECOMMERCE BUSINESSES.

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