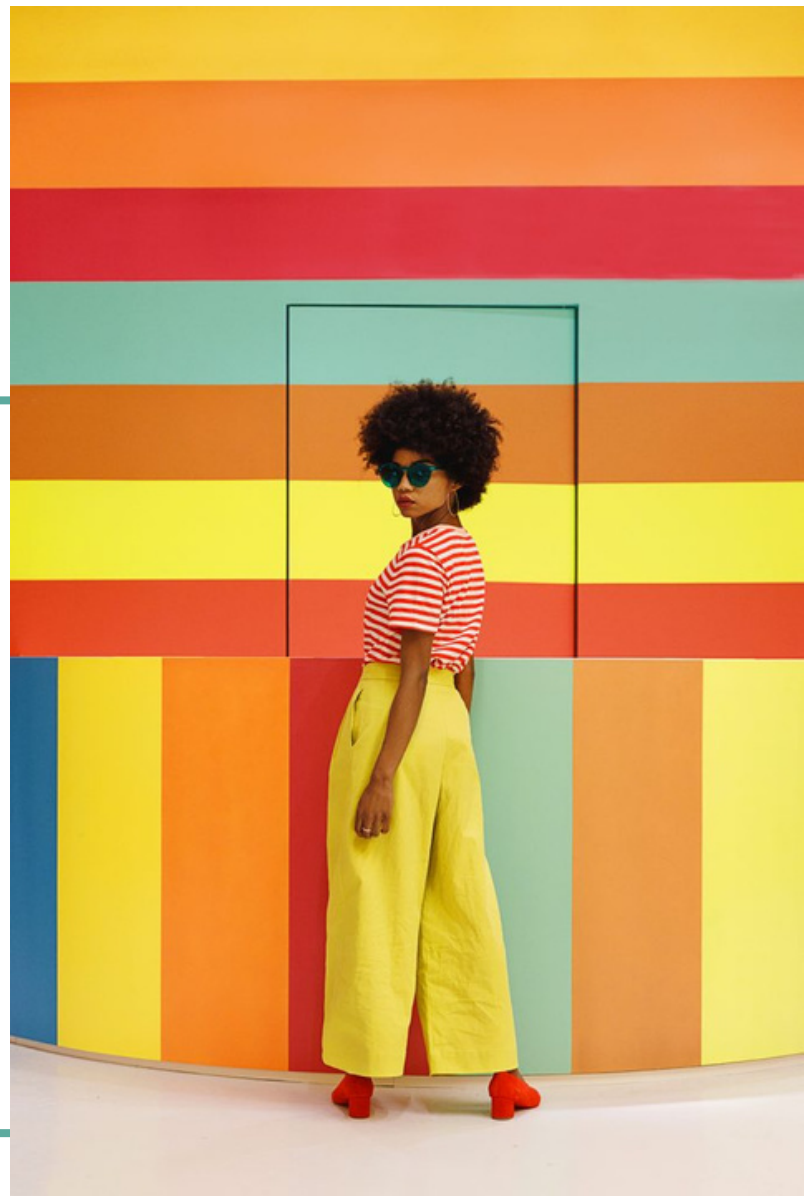


## COLOR FACTORY CASE STUDY

"WHAT SETS HUNTER  
APART IS THEIR  
SEAMLESS INTEGRATION  
INTO OUR TEAM. THEY  
ARE FULLY IMMERSED IN  
OUR BUSINESS!"

- JAMIE ROSENBERG  
DIRECTOR

# HUNTER



## BACKGROUND

COLOR FACTORY IS A CELEBRATION FOR YOUR SENSES WITH MUSEUMS IN NYC, CHICAGO & HOUSTON. WE TAP INTO THE JOY OF COLOR THROUGH THE EXPRESSION OF ART TO CREATE EXPERIENCES THAT MAKE PEOPLE OF ALL AGES SMILE, CONNECT, REMEMBER, AND FEEL LIKE KIDS AGAIN. EACH LOCATION BOASTS OVER A DOZEN IMMERSIVE INSTALLATIONS THAT EXPAND YOUR BOUNDARIES OF PERCEPTION, INDULGE YOU IN PLAY AND DISCOVERY, AND ENGAGE YOUR SENSES IN UNEXPECTED WAYS.

## CHALLENGE

COLOR FACTORY CAME TO HUNTER TO "GET THEIR SHIP BACK ON COURSE". THE BRAND HAD SEEN EXCELLENT GROWTH OVER THE YEARS WHICH ALLOWED THEM TO EXPAND FROM NYC TO HOUSTON AND THEN CHICAGO. IN THE SPRING OF 2023, SALES FELL UNEXPECTEDLY AND HUNTER WAS BROUGHT IN TO ANALYZE THE GOOGLE ADS ACCOUNT. SHORTLY AFTER THE CMO STEPPED DOWN AND HUNTER WAS ASKED TO EXPAND ITS SCOPE OF WORK TO INCLUDE META & TIKTOK ADS.

# STRATEGY

The Hunter Paid Search team analyzed Color Factory's account and spotted areas of optimization that they expected to greatly improve results. The outcome exceeded all expectations and KPIs hit new highs. When Hunter was asked to manage Color Factory's Meta & TikTok campaigns, the team uncovered dozens of opportunities for the brand. These opportunities included improving ad content and UGC, refining the audience targeting, and optimizing budgets across days & and hours, as well as by location and channel.



ROAS

↑ 42%

MER

↑ 35%

CVR

↑ 24%



HUNTER DIGITAL IS AN AWARD-WINNING DIGITAL AGENCY PROVIDING  
MARKETING STRATEGY AND SERVICES TO GROWING BRAND.

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