

CORNILLEAU CASE STUDY

"WITH HUNTER'S ECOMMERCE & MARKETING EXPERTISE WE'VE EXCEEDED ALL OUR ONLINE SALES GOALS!"

- BENJAMIN BATHELOT
MARKETING DIRECTOR



BACKGROUND

FOUNDED IN 1946 BY ÉMILE CORNILLEAU IN BONNEUIL-LES-EAUX FRANCE. THE COMPANY SPECIALIZED IN CARPENTRY AND CABINET MAKING, PARTICIPATING IN THE POST-WAR RECONSTRUCTION EFFORT. IT WAS MORE THAN TWENTY YEARS LATER, IN 1969, THAT CORNILLEAU SPECIALIZED IN THE MANUFACTURE OF TABLE TENNIS TABLES. IN 2003, CORNILLEAU BECAME THE LEADING MANUFACTURER IN EUROPE.

CHALLENGE

WHEN THE CLIENT CAME TO US THEY HAD BEEN GENERATING SALES VIA THEIR RETAIL PARTNERS. WHILE THE BRAND HAD EXCELLENT BRAND RECOGNITION ACROSS EUROPE, IT WAS TRIALING THE COMPETITION IN THE U.S. THE FRANCE-BASED MARKETING TEAM HAD NO EXPERIENCE SELLING IN AMERICA AND NEEDED A STRONG MARKETING PARTNER THAT UNDERSTOOD THE U.S. MARKET

STRATEGY

Hunter worked with the Cornilleau ecommerce team to "Americanize" the website, improve UX and focus on driving sales. Once the site was ready, our team worked to acquire new customers via Paid & Organic Search making certain we had an optimized Product Feed, well structured search campaigns and a strong on-page SEO strategy.



REVENUE

↑ 240%

ROAS

↑ 1091%

CVR

↑ 115%



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