



CITY HOME

CITY HOME CASE STUDY

**“WE LOVE WORKING WITH HUNTER!
THEIR KNOWLEDGE OF OUR
BUSINESS, MARKETING TRENDS &
STRONG AD CREATIVE MAKE THEM
THE PERFECT PARTNER.”**

KIM PELETT, CEO

HUNTER



BACKGROUND

WITH SIX SHOWROOMS IN THE PACIFIC NORTHWEST, CITY HOME OFFERS THE BEST MODERN FURNITURE SHOPPING EXPERIENCE. OUR CAREFULLY CURATED COLLECTION OF HOME DECOR AND FURNISHINGS INCLUDES ONLY THE HIGHEST QUALITY PIECES, CRAFTED WITH CARE AND A STRONG EMPHASIS ON SUSTAINABILITY. LOCALLY OWNED, THEY TAKE PRIDE IN HELPING THEIR NEIGHBORS FILL THEIR HOMES WITH FURNITURE AND ACCESSORIES THAT ARE BOTH BEAUTIFUL AND BUILT TO LAST.

CHALLENGE

FOR YEARS THE BUSINESS ADVERTISED THROUGH TRADITIONAL RETAIL METHODS LIKE PRINT, RADIO & OUTDOOR. THEY DABBLED IN DIGITAL BUT DIDN'T HAVE THE IN-HOUSE EXPERTISE NEEDED TO GROW THE BRAND'S ONLINE PRESENCE EFFICIENTLY. AFTER CAREFULLY VETTING MARKETING AGENCIES THEY HIRED HUNTER TO MANAGE ALL DIGITAL MARKETING CHANNELS, AND AD CREATIVE DESIGN & OPTIMIZATION.

STRATEGY

Utilizing Meta, Pinterest & Google Ads Hunter optimizes marketing to drive online and in-store sales. Offline data is collected at retail and imported into our analytics to give true multi-channel attribution. Working with our partner, Storyteller, we analyze ad creative to show the right creative to the each of our target audiences.

CONV RATE
7.10%

REVENUE
↑ \$99.2K

ROAS
18.8X

↑ 58.7%

QUARTERLY DATA VS. PREV PERIOD

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

LEARN MORE ABOUT HUNTER AT
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