

## KRIMSON KLOVER CASE STUDY

**“OUR ONLINE SALES HAVE NEVER BEEN BETTER! THE TEAM AT HUNTER HAS BEEN TERRIFIC AND A PARTNER WE FULLY TRUST.**

**KATE SAUNDERS, PRESIDENT**



## BACKGROUND

KRIMSON KLOVER IS AN OUTDOOR BRAND POWERED BY WOMEN PASSIONATE ABOUT LIVING A LIFE FUELED BY ADVENTURE, MEANINGFUL CONNECTION, AND GIVING BACK. THEY BLEND QUALITY PERFORMANCE AND CONVENIENT STYLE WITH LONG-LASTING MATERIALS AND ETHICAL SOURCING TO CREATE A LOW-IMPACT PRODUCT YOU’LL LOVE FOR YEARS. THEY LOOK FOR SOLUTIONS TO IMPROVE HOW PRODUCTS ARE MADE. FOR US, IT’S NOT JUST THE RIGHT DIRECTION TO GO, IT’S THE ONLY DIRECTION.

## CHALLENGE

THE BRAND GREW OVER THE YEARS THROUGH ITS RETAIL PARTNERS BUT NEVER TRULY LEVERAGED ITS ECOMMERCE STORE. THEY WANTED A PARTNER WITH DEEP FASHION MARKETING EXPERTISE, STRONG ANALYTICS, AND TOP CUSTOMER SUPPORT. THE CLIENT ALSO WANTED TO GROW ITS SPRING/SUMMER LINE, WHICH WAS ALWAYS DIFFICULT, AND HUNTER WAS ABLE TO DELIVER.

# STRATEGY

KRIMSON KLOVER SELECTED HUNTER TO DRIVE PAID MEDIA STRATEGY & PLANNING FOR THE BRAND. UTILIZING A COMBINATION OF SEARCH & SOCIAL ADVERTISING, HUNTER HAS BEEN ABLE TO ACQUIRE NEW CUSTOMERS AT RATES THE CLIENT LOVES. SPRING/SUMMER SALES HAVE EVEN SURPASSED GOALS AND GIVES THE BRAND YEAR-ROUND EXPOSURE.

## TOTAL REVENUE

↑ 37%

## SALES

GOOGLE    META  
31X    115X

ROAS  
19.6X

ALL DATA: 120 DAY PERIOD

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

LEARN MORE ABOUT HUNTER AT  
[WWW.GETHUNTER.COM](http://WWW.GETHUNTER.COM) OR CALL 212-202-1431

