

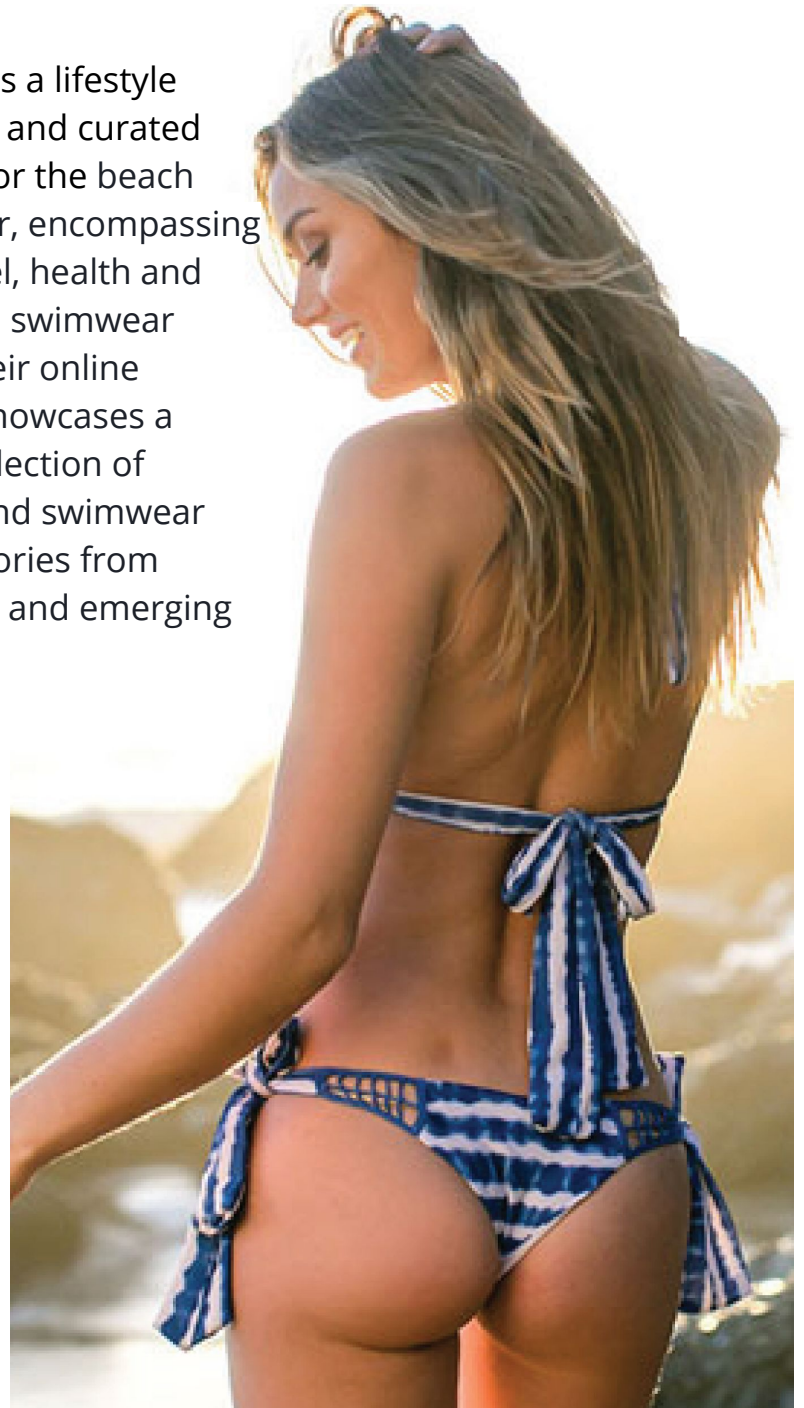
# CASE STUDY

HUNTER

## BIKINI.COM

**Tan lines & Bottom lines... Google Shopping Sales Grow 17X for Bikini.com.**

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).

Hunter Digital provides marketing strategy and digital marketing services to startups and ecommerce businesses.

Learn more about HUNTER at [www.gethunter.com](http://www.gethunter.com) or call 212-202-1431

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## Solution

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.



**"Whatever you're [HUNTER] doing, I'm loving it!"**

- Adrian Vender  
VP Marketing at Bikini.com

## Results

In the first month, HUNTER increased Ad spend 6 times. By optimizing the product feed and analyzing sales at the product level, we were able to increase revenue 17 fold. Due to the success of our relationship, HUNTER now manages Bikini.com's Amazon and Paid Search Marketing too!

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