

Eulerity

PARTNER CASE STUDY

Color Me Mine®

AT A GLANCE

COMPANY

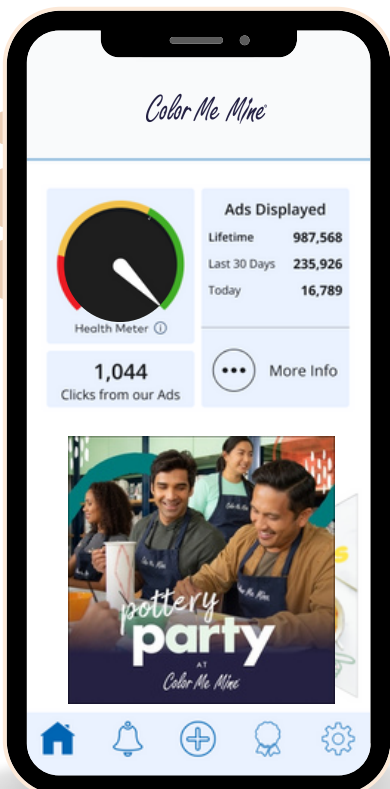
Color Me Mine

INDUSTRY

Entertainment & Art

CLIENT DESCRIPTION

Color Me Mine is a paint-your-own pottery studio dedicated to exploring the Art of Having Fun! Founded in 1991, CMM provides guests with art supplies and inspiration to create their own ceramic masterpieces. They serve as a creative hub for their community by catering to all ages through walk-ins, parties, workshops, fundraisers, and more!



CHALLENGES

The world of digital marketing can be overwhelming, especially for businesses without a digital presence. This was the case for Color Me Mine, where a lack of familiarity with online marketing led to disinterest in the field. The Color Me Mine team needed a solution that could do two things:

- Spark Excitement: Make digital marketing engaging and accessible for their franchisees.
- Drive Results: Deliver a strategic, targeted online advertising approach to reach new customers.

SOLUTION & RESULTS

Partnering with Eulerity transformed Color Me Mine's digital marketing strategy. The all-in-one platform not only ignited excitement amongst franchisees but also delivered impressive results:



Traffic Surge: Web traffic has skyrocketed, with Eulerity being the **#2 driver of visitors** to Color Me Mine landing pages. **Nearly 1 in 3 website visitors** now come from a Eulerity ad click!



Party Booking Boom: Eulerity is driving significant interest in high-ticket services. A remarkable **18.4% of all "Book a Party" button clicks** originate from Eulerity ads. That means nearly **1 out of every 5 party booking clicks** comes directly from Eulerity!



Sustained Growth: Year-over-year (YoY) growth remains strong. Traffic and conversions generated by Eulerity advertising grew by **16.5%**, while total growth reached **20%** in 2023 compared to 2022.