

Eulerity

PARTNER CASE STUDY

Twist

BRANDS

AT A GLANCE

COMPANY

Painting with a Twist

INDUSTRY

Entertainment & Art

CLIENT DESCRIPTION

Founded in 2007, Painting With A Twist has over 220 franchise locations in the U.S. The brand offers customers an enthusiastic step-by-step painting experience while enjoying wine or other beverages. Family, friends, and people from all over love to host birthdays, bachelorette parties, team building activities and more in the studios.



"I can't say enough great things about our partnership with Eulerity. The results that our locations have experienced from the platform are strong and our franchisees are happy with the transparency and customizability. In addition, the customer support and level of commitment from the team is phenomenal. They have worked with us on new features and reports and are always willing to go the extra mile."

BRITTANY GRAFF

Senior Director of Marketing,
Painting With A Twist

CHALLENGES

Painting With a Twist's corporate marketing team faced a common request from its studios: the ability to showcase local artwork in their digital marketing efforts. However, their previous marketing agency's fixed assets presented a significant hurdle. Franchisees had no way to customize campaigns or feature the unique artwork created within their communities. This limited Painting With a Twist's ability to cater to local preferences and potentially discouraged potential customers.

SOLUTION & RESULTS

Knowing the importance of local art promotion, Painting With a Twist turned to Eulerity's versatile marketing platform. Franchisees were immediately impressed with the solution's flexibility, empowering them to showcase local artwork within their community within their digital marketing campaigns, as well as:



Increased Local Traffic: Eulerity ads drove an average of **over 4,430 new users per month** directly to each participating location's landing page.



Boosted Bookings: Across Twist landing pages during this time period, on average, the brand saw **a total of 176 total purchases** with Eulerity driving nearly 10% of those purchases directly.



Cost-Effective Marketing: The platform proved highly cost-effective, with locations seeing, on average **10% of total e-commerce revenue coming directly from Eulerity advertising.**



Streamlined Marketing: Franchisees not only tackled local digital marketing but gained a partner platform that automates and amplifies their individual messages while maintaining brand consistency.