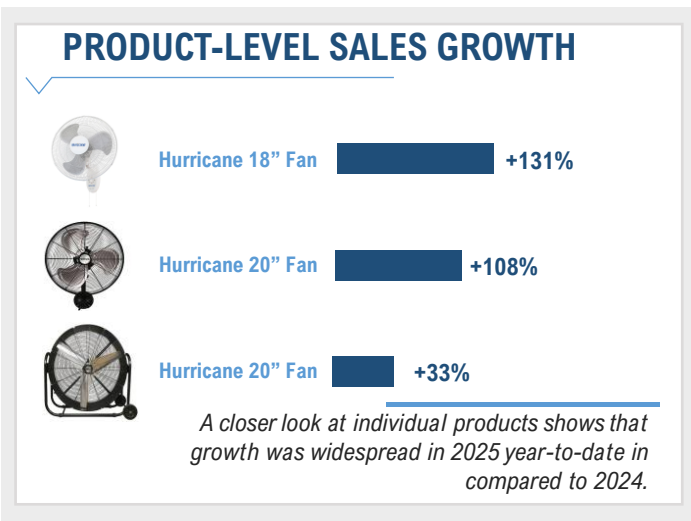
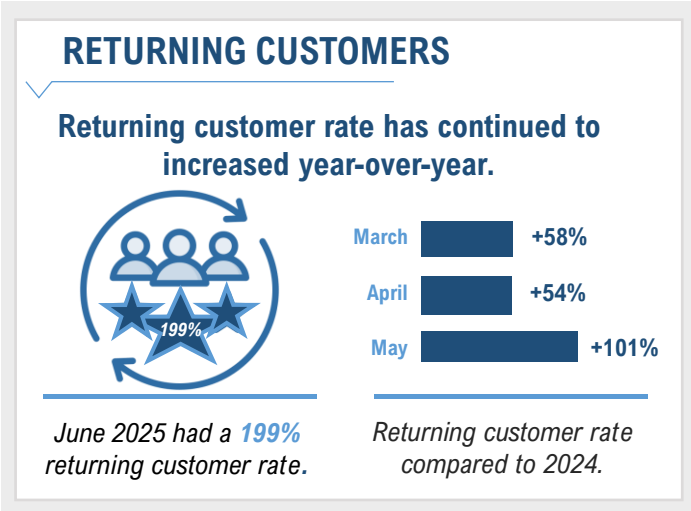
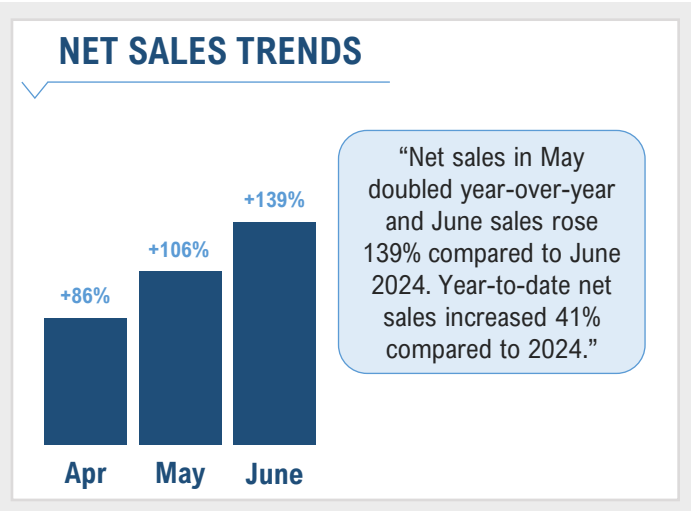


Case Study – Hurricane Fans 2025 Website and Marketing Overhaul

Hurricane Fans recognized that their website's outdated design and inefficient user flow were limiting conversion rates compared to competitors. The client sought to modernize their website experience to improve functionality, better guide visitors through the purchase process, and ultimately drive higher conversion rates.

In Q1 2025, our team redesigned and rebuilt the Hurricane Fans website to deliver a modern, high-performing user experience. During this period, we intentionally paused marketing and traffic-driving efforts, leading to short-term declines in metrics. After launch, we executed a revitalized marketing strategy starting in April, including targeted re-engagement campaigns, optimized promotions, and conversion-focused enhancements to quickly rebuild momentum and drive growth.



By designing, developing, and launching a modernized website for Hurricane Fans, and then executing a data-driven marketing strategy to relaunch their campaigns, our team supported the brand's impressive Q2 turnaround. With sales more than doubling in May, dramatic gains in conversion rates, and a significant boost in customer retention, Hurricane Fans is well-positioned for continued growth through the remainder of 2025 and beyond.