

PAINT 'N POUR · FACEBOOK & GOOGLE ADS

Launched B2B Campaigns and Increased Event Bookings 2×

How MarketKing helped Paint 'N Pour launch targeted B2B campaigns for corporate and private events — growing first-order ROAS from 5 to 12 along the way.

5 → 12

First-order ROAS

50%

Lower Cost Per Purchase

Scalable

Ad system built

Overview

Client: Paint 'N Pour (NYC-based paint-and-sip experience studio, two locations — Hell's Kitchen & Lower East Side)

Product: A canvas-side, open-bar painting experience — guided art classes, cocktails, and DJ-hosted parties, plus private events and mobile parties across NYC

Outcome: MarketKing rebuilt Paint 'N Pour's paid media system from the ground up — full-funnel tracking, a creative overhaul, and automated retargeting — growing first-order ROAS from 5 to 12 while cutting **cost per purchase** in half.

The Problem

Before MarketKing, Paint 'N Pour was trapped in the nightmare every local experience brand fears — *paying for clicks that drained budget but never converted into bookings.*

\$

Wasted Ad Spend

Paying for clicks that drained budget but never converted into bookings — no clarity on what was actually working.

👤

Leads Ghosting

Leads went cold after the first click — zero bookings, with no follow-up system to bring them back.

👥

Low Corporate & Event Bookings

Low volume of high-ticket corporate and party event bookings — the biggest revenue opportunities were the hardest to fill.

👁️

No Real Visibility

Agencies sending pretty reports while revenue stagnated — no accountability for actual results.

Result: Marketing spend kept climbing — but classes stayed empty and revenue stayed unpredictable.

What We Did

MarketKing didn't just run ads for Paint 'N Pour — we built a full booking machine from click to cash.

No wasted clicks. No empty seats. No guesswork. Just paying guests — every time.

👥

PAID MEDIA

Targeted B2B Event Campaigns

Launched dedicated campaigns targeting corporate planners, party hosts, and group organizers — driving qualified bookings for private and corporate events.

🎨

CREATIVE

High-Impact Creative Strategy

Reimagined creatives around urgency, lifestyle, and experience value — generic ads killed, premium creatives converted.

📄

LANDING PAGE

Revenue-Optimized Funnels

Introduced A/B tested funnels and upsells designed to maximize revenue per booking.

RESULT

What the numbers say

↑

5 → 12

First-Order ROAS

ROAS on first purchase grew from 5× to 12× after the funnel rebuild

\$

50%

Cost Per Purchase Reduced

Cost per purchase cut in half through tracking and creative testing

📈

Scalable

Ad System Built

A fully trackable, repeatable ad system replacing guesswork

↺

More

Bookings & Repeat Guests

Retargeting brought leads back as repeat, paying guests

What Changed

From guesswork to a predictable, trackable booking engine.

✗ From:

· Paying for clicks with zero tracking or attribution

· Leads ghosting after the first click — no bookings

· Cost per purchase too high to scale campaigns profitably

· Agency reports with no real revenue impact

✓ To:

· Full-funnel tracking on every click, form, and booking

· Automated SMS & email retargeting until leads book

· ROAS scaled 5 → 12, cost per purchase cut by 50%

· Weekly optimization focused on profit, not vanity metrics

Wanna be our next success story?

→

Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue

→

Get a clear map of what's broken, what's missing, and how to fix it

→

Walk away with a step-by-step growth plan — whether you work with us or not

Contact Us →

5 → 12

first-order ROAS

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MARKETING

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