

PERFORMANCE MARKETING

# CASE STUDY



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CLIENT **Innesvingen.se**



# ABOUT THE CLIENT

## INNESVINGEN.SE — GOLF EQUIPMENT & APPAREL

» Innesvingen.se is an online golf specialist offering a wide selection of golf equipment, apparel, and accessories from top brands. The site pairs expert advice and exclusive deals with a user-friendly shopping experience, and doubles as a community hub where golfers come to explore gear and sharpen their game — giving Vibe Digital a strong foundation to build both performance and loyalty on.

*Client: Innesvingen.se*

# The storefront

innesvingen.se — featured offers



[PRODUKTER](#)
[REA](#)
[CUSTOM FITTING](#)
[BUTIKER](#)
[SIMULATORGOLF](#)
[LIGAN](#)





## FINA ERBJUDANDEN

[SE ALLA](#)



Rea

**COBRA KING LTDX MAX DAM DRIVER**  
COBRA

~~5 299 kr~~ 3 709 kr **Spara 30%**



Rea

**COBRA KING LTDX SVART DRIVER**  
COBRA

~~5 299 kr~~ 3 709 kr **Spara 30%**



Rea

**CALLAWAY ROGUE ST MAX LS DRIVER**  
CALLAWAY

~~5 499 kr~~ 3 799 kr **Spara 31%**



Rea

**TITLEIST T-100 6 JÄRN STÅLSKAFT REGULAR**  
TITLEIST

~~11 999 kr~~ 8 399 kr **Spara 30%**



Rea

**NIKE GOLF DRI-FIT VICTORY GOLF POLO LIGHT SMOKE BV0354-042**  
NIKE

~~599 kr~~ 399 kr **Spara 33%**

# SWOT SNAPSHOT

## STRENGTHS

- Wide product range enabling cross-sell
- Competitive price positioning
- Product quality
- Well-known, trusted brands

## WEAKNESSES

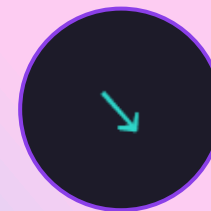
- High cost per acquisition
- Thin margins pressuring ROAS
- Low retention — no community strategy in place

## OPPORTUNITIES

- Retargeting built around purchase intent
- Dynamic ads + funnel offers at bottom-of-funnel
- Cross-sell across complementary product lines

## THREATS

- High CPMs in the category
- Cost of the ad-testing phase
- Tracking/attribution drift on Meta
- Price wars and seasonal demand dips



# KEY STRATEGIES

ENGINEERED FOR THIS ACCOUNT

1

**Full-funnel sales journey** — engineered a structured path from cold to converted, lowering CPMs while compounding the value of every signal captured through retargeting and dynamic ads.

2

**Golf community build** — grew a qualified subscriber base ahead of peak golf season with a dedicated lead-gen play, laying the groundwork for stronger brand recall and repeat purchases.

3

**Cross-sell activation** — layered complementary gear and apparel into every campaign to lift order value and offset the CPA pressure created by low retention.

# THE CREATIVE

Paid social ads engineered for this funnel


**Innesvingen**  
 Sponsored · 🌐

Köp din golfutrustning hos Innesvingen.se! 🚩

Golfsäsongen är här! Spana in det senaste inom golfklubbor, golfkläder, golfskor och mycket mer.



**GÖR DIG REDO ATT ERÖVRA GREENEN MED TOPPMÄRKEN INOM GOLF!**

**Innesvingen**

innesvingen.se

**Höj ditt spel: Handla toppmärken för...**

**Shop now**


**Innesvingen**  
 Sponsored · 🌐

Köp din golfutrustning hos Innesvingen.se! 🚩

Golfsäsongen är precis runt hörnet. Spana in det senaste inom golfklubbor, golfkläder, golfskor och mycket mer.



**DAGS FÖR BÄTTRE BITE PÅ GREENERNA**

**Innesvingen**

**Höj ditt spel: Handla toppmärken för golfutrustn**

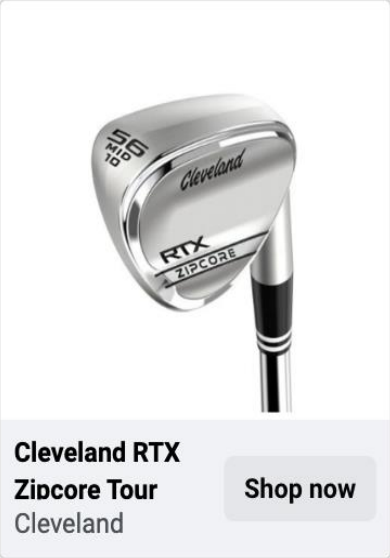


**More**


**Innesvingen**  
 Sponsored · 🌐

Handla din golfutrustning på Innesvingen.se! 🚩

Upptäck de senaste erbjudandena inom golfklubbor, golfkläder, golfskor och mycket mer.



**Cleveland RTX Zipcore Tour**  
Cleveland

**Shop now**



**King Cobra**  
Cobra

# Where we started

Performance baseline before the Vibe Digital partnership

**45,313**

IMPRESSIONS

**14,216**

REACH

**1,586**

CLICKS

**3.50%**

CTR

**3.19**

FREQUENCY

**58**

ADD TO CART

**2**

PURCHASES

**SEK 1,570.00**

COST PER PURCHASE

**1.71x**

ROAS



# Three months in

Performance after three months with Vibe Digital

**56,925**

IMPRESSIONS

**20,084**

REACH

**2,566**

CLICKS

**4.51%**

CTR

**2.83**

FREQUENCY

**60**

ADD TO CART

**16**

PURCHASES

**SEK 172.39**

COST PER PURCHASE

**19.56x**

ROAS



# CAMPAIGN KPIs

Three months of partnership, side by side

## CTR

**+29%**

3.5% → 4.5%

Click-through rate

## COST PER PURCHASE

**-89%**

SEK 1,570 → SEK 174

Cost per purchase, down sharply

## ROAS

**+1,043%**

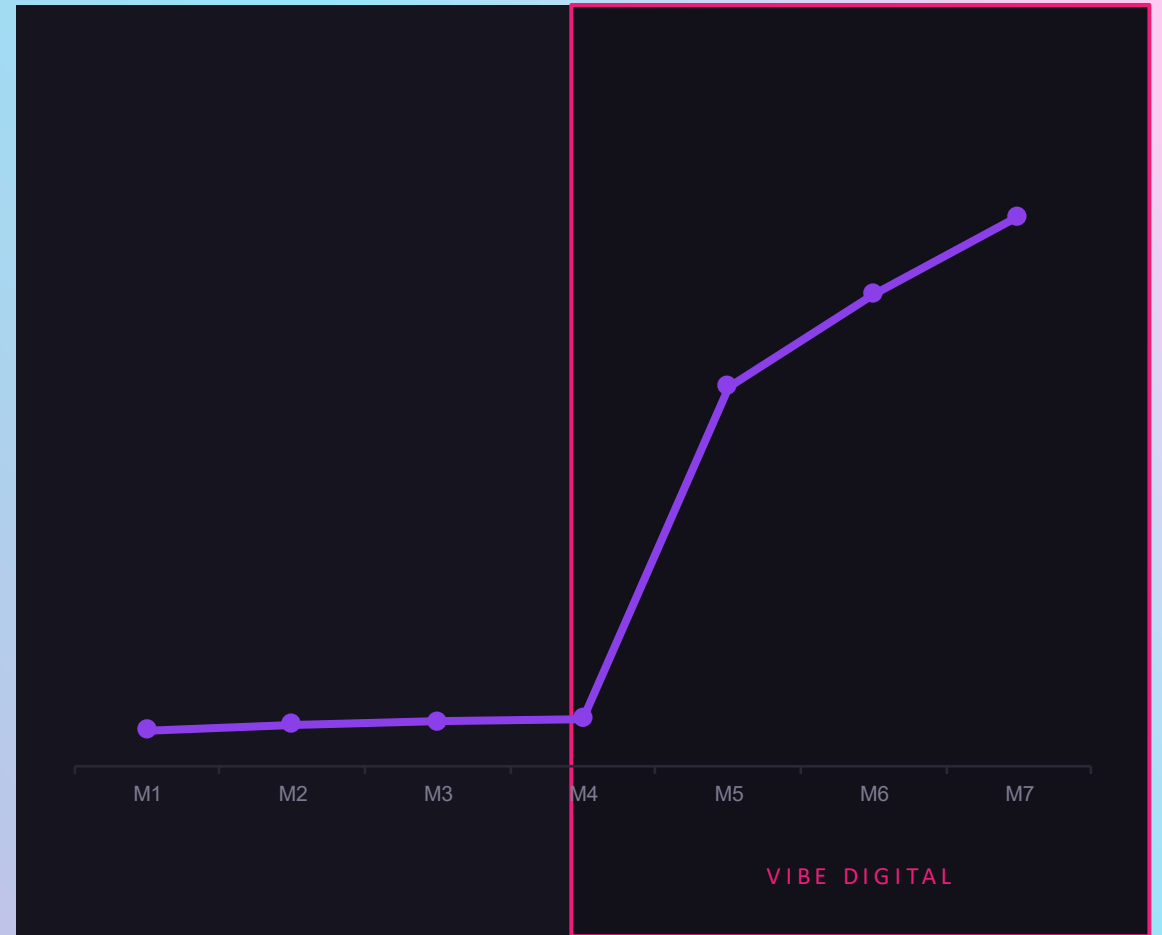
1.71x → 19.56x

Return on ad spend

# BUSINESS GROWTH

## ROAS UP +1,043% IN 3 MONTHS

- ◆ We broke Innesvingen's all-time sales and ROAS record heading into peak golf season, engineering cost-efficiency into every stage of the funnel rather than simply spending more.
- ◆ Brand awareness climbed alongside the spend curve — organic sales followed, and a fast-growing base of repeat customers is now part of the Innesvingen community we built.





# Let's build your next case study.

Free performance audit · senior strategist, not a junior AM · reply within one business day.



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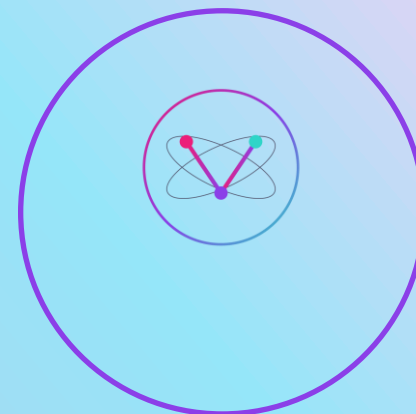
PHONE

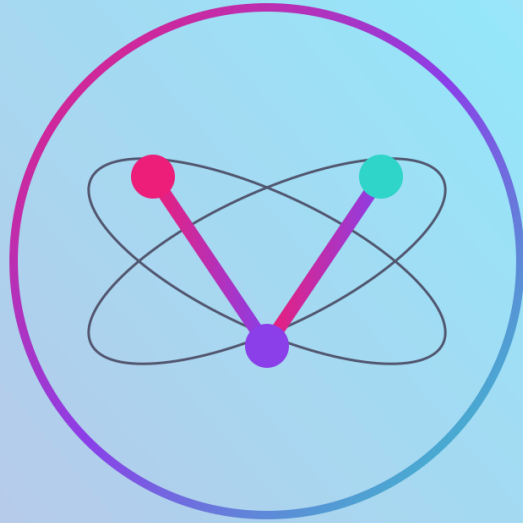
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WEBSITE

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**vibe digital**

PERFORMANCE MARKETING AGENCY