



LEAD GENERATION

CASE STUDY

CLIENT **Ampy**



ABOUT THE CLIENT

LEAD GENERATION — ELECTRICAL INSTALLATION SERVICES



Ampy is a Swedish electrical installation company serving homeowners and businesses across Stockholm, covering everything from EV chargers and battery storage to full electrical center upgrades. Ampy produced the content in-house; Vibe Digital was brought in to build and run the paid social strategy from the ground up — there was no existing account, no pixel history, and no prior performance data to build on.

Client: Ampy

Starting from scratch

Ampy had never run paid social before. No ad account history, no audience data, no proof of what messaging would resonate with homeowners weighing an electrical upgrade. Every part of the funnel — targeting, offer, creative pairing, lead form — had to be built and tested cold, with no baseline to fall back on.

What we built

We paired Ampy's in-house content with a lead-generation funnel engineered around Meta's native lead forms, so prospects could request a quote in a few taps without leaving the app. We tested audience and creative combinations quickly in the first weeks, then concentrated spend behind what was actually converting to real, qualified leads for Ampy's sales team.

THE CREATIVE

Paid social ads engineered for this funnel



Three months, zero to fully running

Full lead-generation funnel performance after the first quarter

23x

ROI

SEK 30,000

AD SPEND

4.17%

CTR

SEK 204

COST PER LEAD

16%

LEAD-TO-CUSTOMER



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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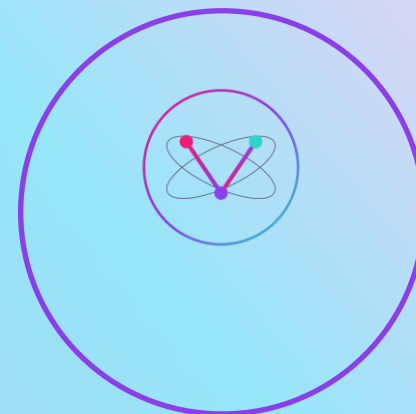
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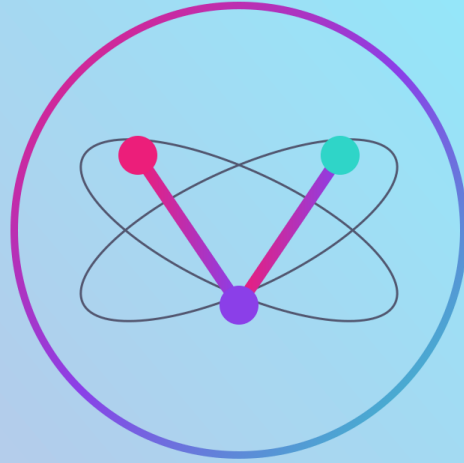
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vibe digital

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