



ECOMMERCE CASE STUDY

CASE STUDY

CLIENT **Fix My Phone**



ABOUT THE CLIENT

ECOMMERCE — MOBILE REPAIR & REFURBISHED PHONES



Fix My Phone is Sweden's largest independent mobile repair chain, with 35+ stores across Sweden and Norway and over a million customers served since 2014. Together with its sister brand Happy Phone, it also sells quality-assured refurbished iPhones and Samsung devices. Vibe Digital ran full-funnel paid social for Fix My Phone across Google and Meta over a 6-month period, pairing performance media with a UGC and influencer content push.

Client: Fix My Phone

Where things stood

Fix My Phone came to us spending 200,000 SEK a month split evenly across Google and Meta, but the numbers weren't adding up: a 1.36% CTR, a total ROAS of just 0.86 (losing money on every krona of ad spend), and a cost per purchase north of 5,400 SEK. The creative was almost entirely static product shots — nothing that stopped the scroll or built trust in a repair service people only think about when their phone is already broken.

What we changed

We rebuilt the account into a proper full-funnel setup and partnered directly with Fix My Phone's content agency to produce 15+ pieces of UGC and influencer video — real people fixing real cracked screens, unboxing refurbished phones, walking through the 30-minute repair promise. We let the data tell us which angles worked, then leaned harder into them month over month while steadily scaling spend back up.

THE CREATIVE

Paid social ads engineered for this funnel



Six months, three checkpoints

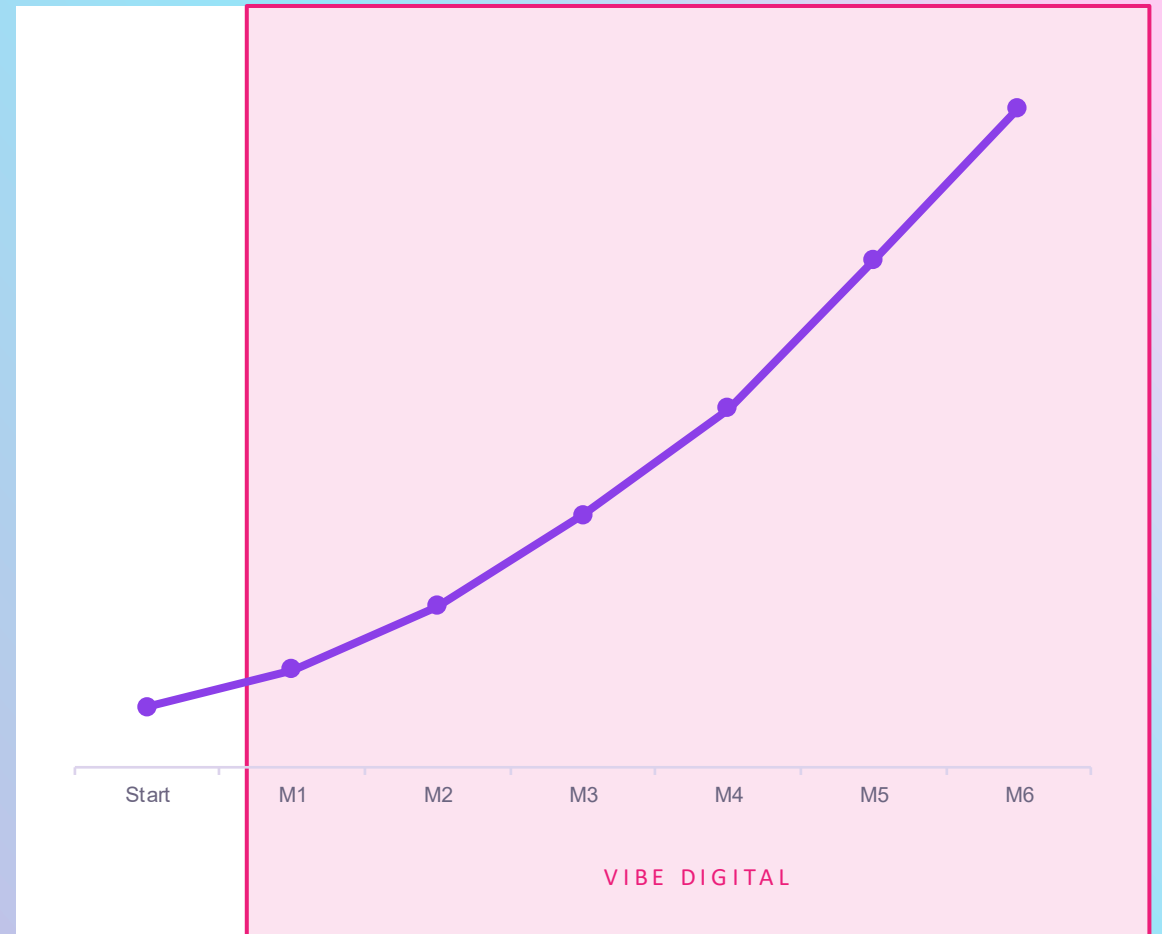
Google + Meta performance, starting point through month six

Checkpoint	Ad spend (SEK)	CTR	Total ROAS	Cost per purchase (SEK)
Starting point	200,000	1.36%	0.86x	5,431
After 3 months	140,000	2.76%	3.59x	1,700
After 6 months	300,000	5.02%	9.37x	586

BUSINESS GROWTH

ROAS UP FROM 0.86x TO 9.37x IN SIX MONTHS

- ◆ Once the funnel and creative were working, we didn't just chase efficiency — we scaled. Spend dropped 30% in month three as we cut what wasn't converting, then climbed back to 300,000 SEK by month six because every extra krona was finally earning its keep.
- ◆ CTR nearly quadrupled and cost per purchase fell by 89% over the same period, proof that the UGC and influencer content wasn't just cheaper to make — it was doing the actual selling.



CAMPAIGN KPIs

Starting point vs. six months of partnership

TOTAL ROAS

+990%

~~0.86x~~ → **9.37x**

Return on ad spend

CTR

+269%

~~1.36%~~ → **5.02%**

Click-through rate

COST PER PURCHASE

-89%

~~SEK 5,431~~ → **SEK 586**

Cost per completed purchase



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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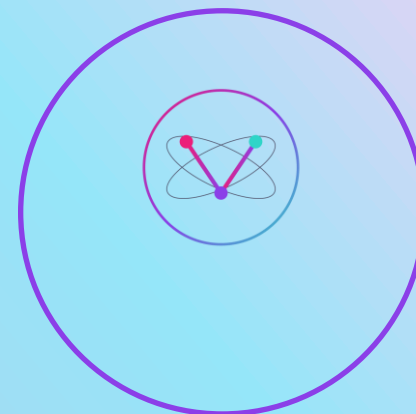
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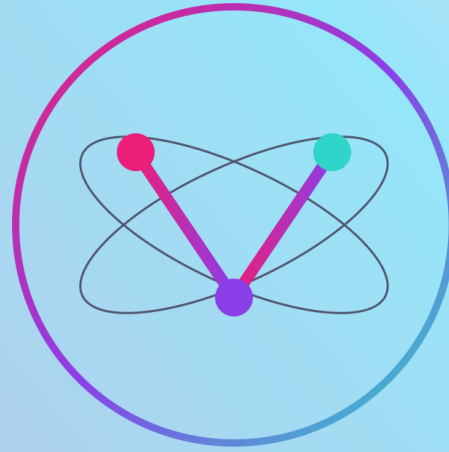
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