



PERFORMANCE MARKETING

CASE STUDY

CLIENT Customwood.se



ABOUT THE CLIENT

E-COMMERCE — HOME INTERIOR



Customwood is an e-commerce brand built around a wood workshop in Gothenburg. They manufacture unique wooden products from scratch to order — no stock, every piece one of a kind. Their most popular products are their coasters and lamps, and in January they expanded the lineup with the "Woodworker," a mobile standing desk designed to upgrade any home work setup.

Client: Customwood.se

Where things stood

When we took over, the client had spent a full year with one of the country's premier agencies running their Facebook ads — and despite that experience, ROAS only reached 300%. Our audit found conversion campaigns weren't being optimized in any meaningful way: basic setups, no continuous testing of ad sets, ads, or strategy. ROAS had been stuck in the 200-300% range.

What we changed

After carefully examining the client's previous ads, results, and tracking, we began testing new ad sets and creative, and built proper funnel-based campaigns spanning top, middle, and bottom funnel. We reallocated budget based on the data and kept optimizing until we'd locked in the right target groups.

Where we started vs. today

Less than 6 months of partnership

BEFORE

Ad spend

195,000 SEK

Cost per order

290.13 SEK

ROAS

299%

CTR / CPC

6.50% / 5.97 SEK

AFTER

Ad spend

260,771 SEK

Cost per order

230.84 SEK

ROAS

900%

CTR / CPC

9.65% / 5.03 SEK

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Vibe Digital is by far the best agency I have worked with. In just 3 months after taking over from one of Sweden's biggest agencies they have nearly quadrupled our ROAS on our eCommerce from 2.86 to close to 10. Exceptionally competent!



Andreas Wenander

Custom Wood



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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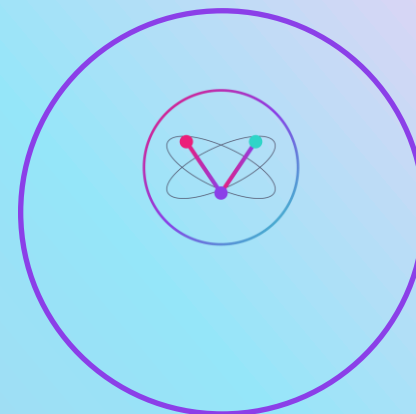
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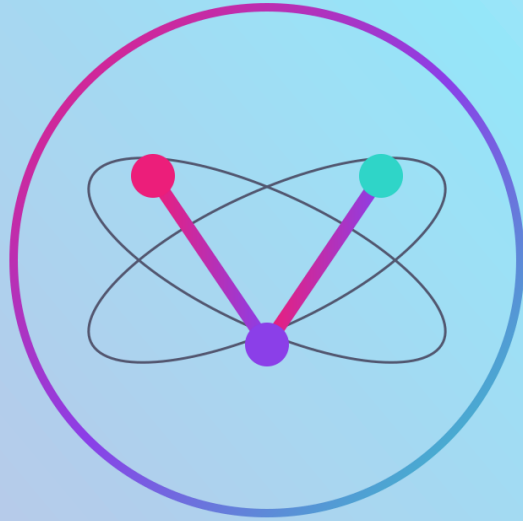
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