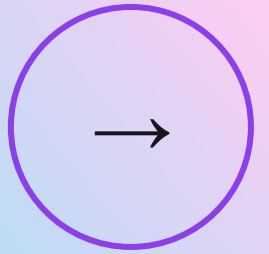




PERFORMANCE MARKETING

CASE STUDY

CLIENT **Sunkini**



ABOUT THE CLIENT

SUNKINI — SWIMWEAR & BEACHWEAR D2C

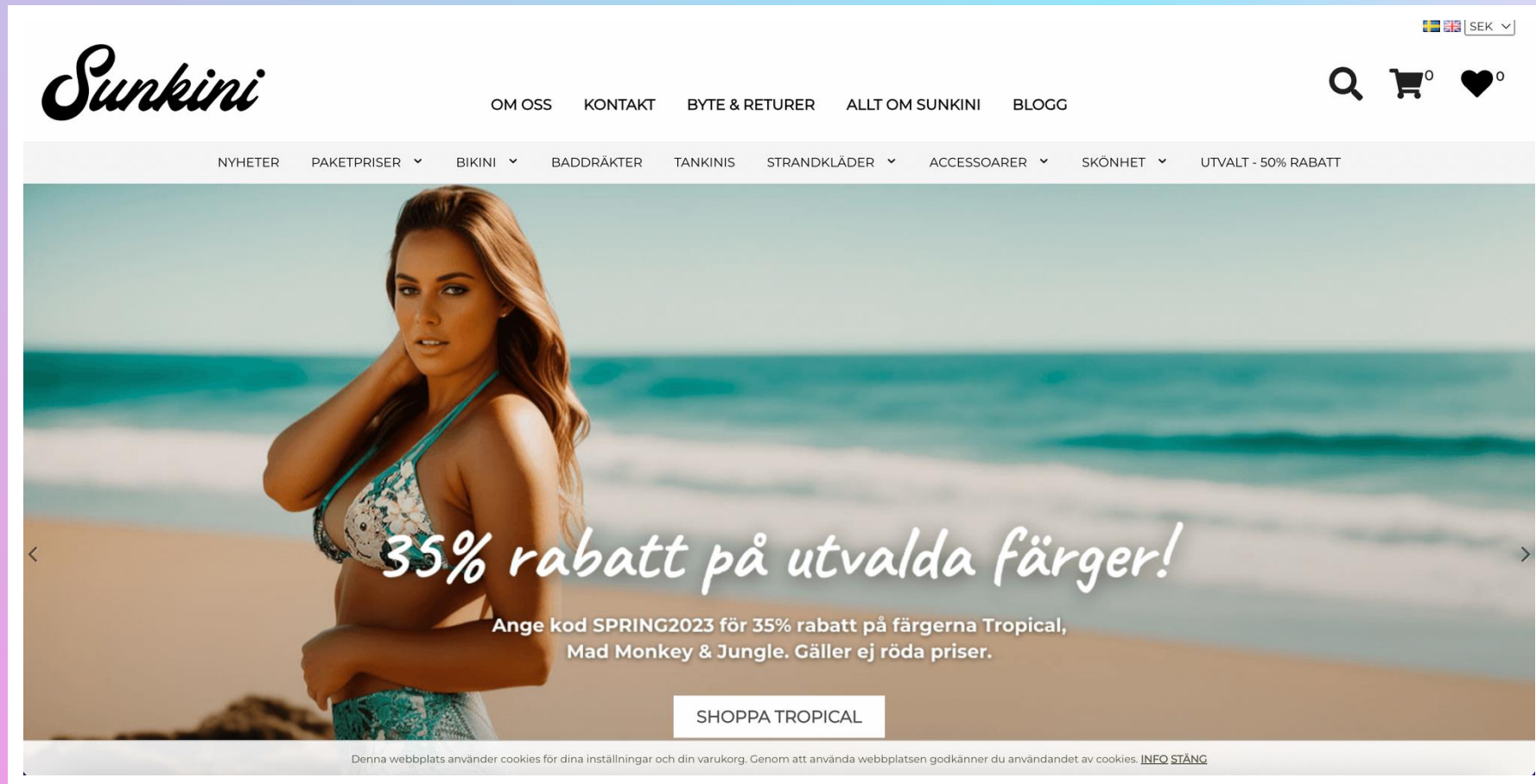


Sunkini is a Swedish sensation bringing the beach to your browser with a vibrant collection of swimwear and beach attire — stunning bikinis, trendy tankinis, and sleek swimsuits in a dazzling array of styles and hues. Every product is crafted from the same innovative fabric that lets sunshine through, giving the wearer an even, fabulous tan. Sunkini caters to every woman, with sizes from XS to XXL.

Client: Sunkini

The storefront

sunkini.se — spring campaign



SWOT SNAPSHOT

STRENGTHS

- Wide product range
- Price positioning in the market
- Product quality
- Unique fabric

WEAKNESSES

- High cost per acquisition
- Low profit margins and ROAS
- Low client retention from purchase frequency

OPPORTUNITIES

- Retargeting strategies
- Dynamic ads and sales-funnel offers for bottom-of-funnel
- Competitive advantage and brand-focused ads
- Testing new target groups

THREATS

- High CPM in this market
- Ad-testing phase costs
- Tracking and Meta attribution inaccuracy
- Price wars, economic downturn, and low seasons



KEY STRATEGIES

ENGINEERED FOR THIS ACCOUNT

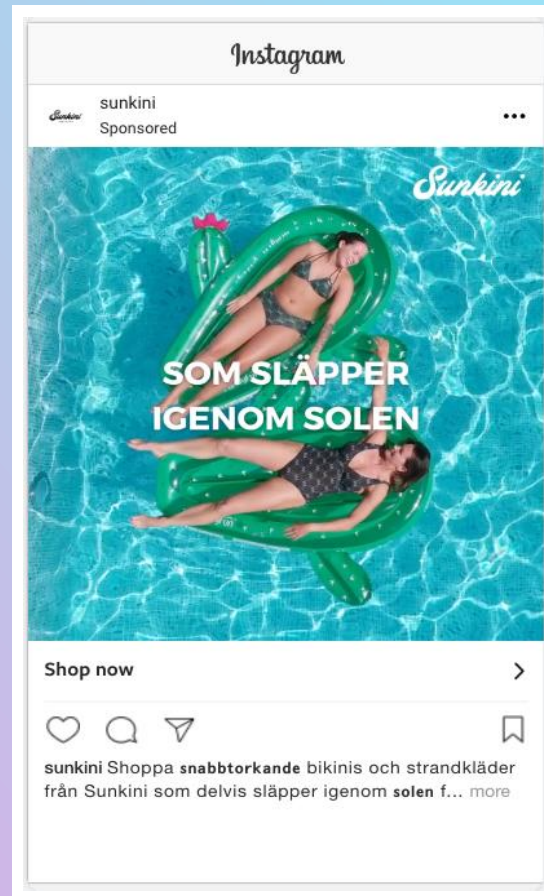
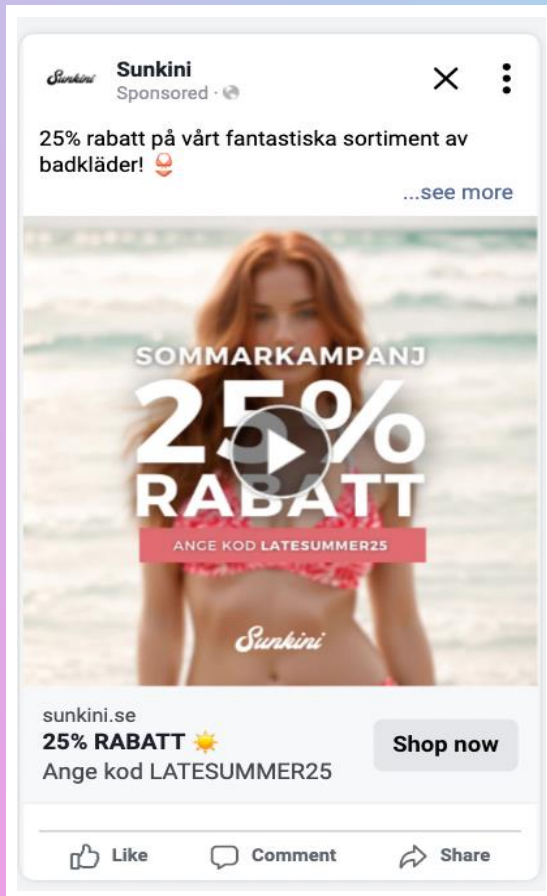
1 Sales funnel strategy — drove every visitor through a deliberate sales journey to optimize conversion rates and lower CPM, while maximizing the value of data collected through retargeting and dynamic ads.

2 Cross-sell products — leaned on Sunkini's wide range of beachwear and accessories to maximize conversions per client with complementary products, fixing low retention and improving CPA overall.

3 Competitive advantage & brand-focused ads — highlighted the valuable aspects that set Sunkini apart from competitors through in-funnel ads built on strong creative assets.

THE CREATIVE

Paid social ads engineered for this funnel



Where we started

Performance baseline before the Vibe Digital partnership

269K

REACH

9,803

CLICKS

1.50%

CTR

SEK 57.41

AVERAGE CPM

3.90

FREQUENCY

541

ADD TO CART

86

PURCHASES

SEK 425.40

COST PER PURCHASE

2.12x

ROAS

Three months in

Performance after three months with Vibe Digital

445K

REACH

68,422

CLICKS

2.97%

CTR

SEK 71.13

AVERAGE CPM

2.98

FREQUENCY

4,235

ADD TO CART

857

PURCHASES

SEK 140.02

COST PER PURCHASE

12.94x

ROAS

CAMPAIGN KPIs

Three months of partnership, side by side

CTR

+98%

~~1.50%~~ → **2.97%**

Click-through rate

COST PER PURCHASE

-69%

~~SEK 425~~ → **SEK 140**

Cost per purchase, down sharply

ROAS

+610%

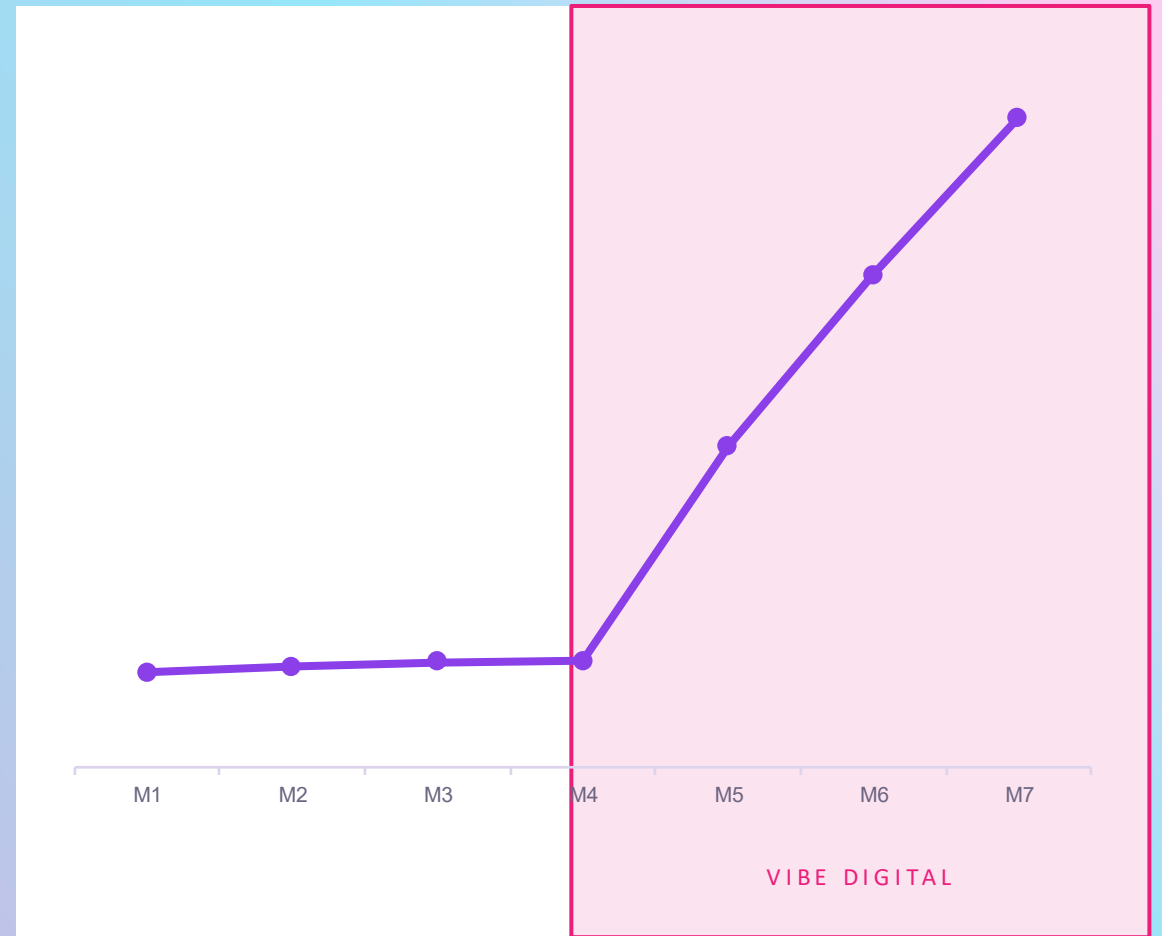
~~2.12x~~ → **12.94x**

Return on ad spend

BUSINESS GROWTH

ROAS UP +610% IN 3 MONTHS

- ◆ Despite heavier market competition than the year before, we scaled the business and more than doubled return on ad spend within three months of partnering with Vibe Digital.
- ◆ The trend points to real headroom — we keep fine-tuning campaigns against live market signals to keep Sunkini standing out in a crowded category.





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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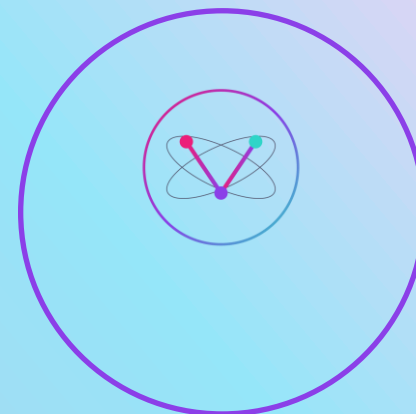
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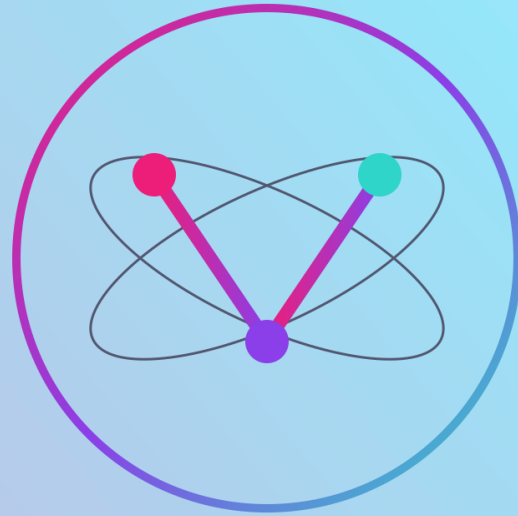
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