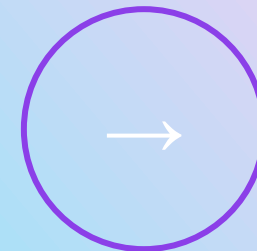


PERFORMANCE MARKETING

CASE STUDY

CLIENT **Husochhemma.se**



ABOUT THE CLIENT

HUSOCHHEMMA.SE — HOME & LIVING RETAIL

» Husochhemma.se is a fast-growing Swedish home & living retailer serving homeowners and homemakers with a wide catalogue spanning interior decor, home improvement, and everyday essentials — anchored by a strong focus on beds. The site delivers a broad, easy-to-browse assortment across styles and budgets, giving Vibe Digital a wide product range to work with across every stage of the funnel.

Client: Husochhemma.se

The storefront

husochhemma.se — bed & furniture category page



Välj en kategori

0 / 0 kr

Nyheter
Sängar
Möbler
Inredning
Utemöbler
Barn
Märken
Pool
Kampanjer


Qliro
Räntefritt upp till 12 mån


Kundtjänst
Mail & Chatt

Hem » Sängar
Visar 1-24 av 238 resultat

Barn
Belysning
Inredning
Märken
Mattor
Möbler
Övrigt
Pool & Fritid
Sängar
Kontinentalsängar
Sängbord

Sortera efter
Lagerstatus
Filtrera pris
Filtrera Storlek
Filtrera efter märke
Sök

Visa : 12 / 24 / 36 / Alla



Sens Kontinentalsäng - Dubbelsäng 180x200

~~23,900 kr~~ ~~25,900 kr~~ **12,900 kr**



Sens Kontinentalsäng - Dubbelsäng 160x200

~~23,900 kr~~ **12,495 kr**



Royal Classic Kontinentalsäng med Handquiltad Gavel inkl sängkläder - Dubbelsäng 180x200

Cozy Beds

~~29,900 kr~~ **18,900 kr**



Borgholm Kontinentalsäng 180x200 - Dubbelsäng med Daiven Gavel inkl. Sängklädespaket

Cozy Beds

~~26,900 kr~~ ~~27,900 kr~~ **14,900 kr**



SWOT SNAPSHOT

STRENGTHS

- Wide product range across the home category
- Competitive price positioning
- Strong product quality perception

WEAKNESSES

- High cost per acquisition
- Thin margins pressuring ROAS
- Low repeat-purchase frequency softens retention

OPPORTUNITIES

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

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

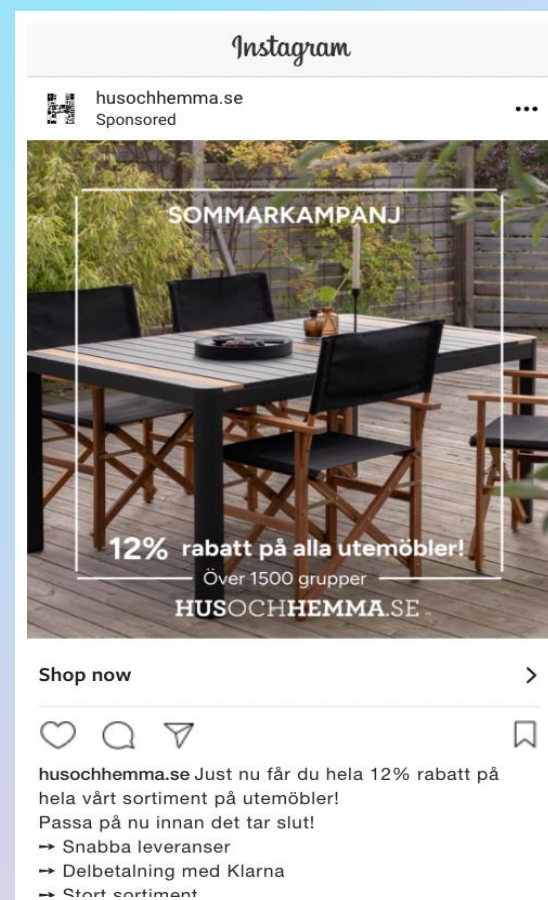
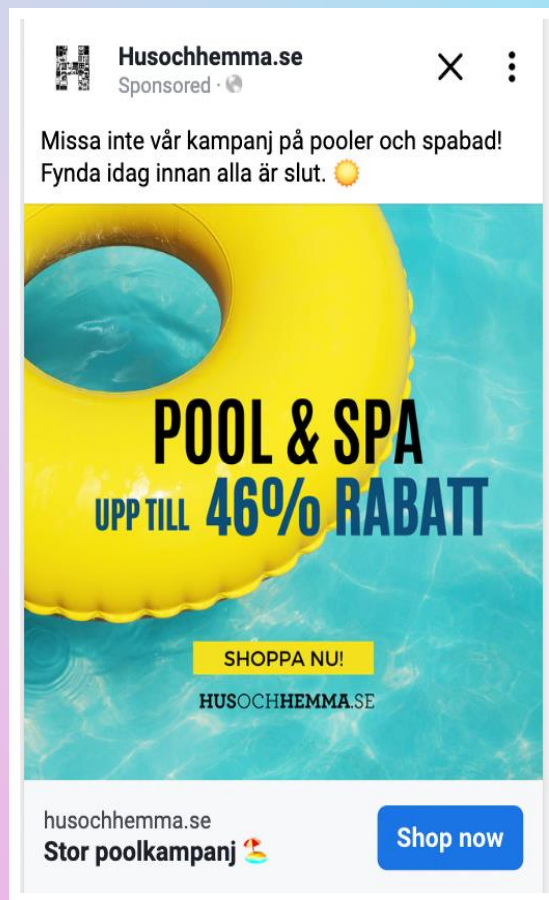
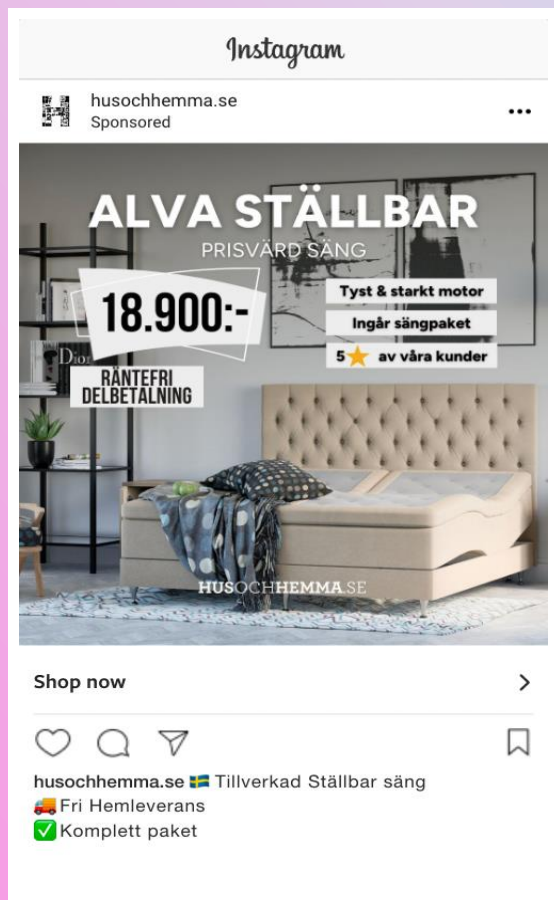
1 Full-funnel sales journey — engineered a structured path from cold to converted, lowering CPMs while compounding the value of every signal captured through retargeting and dynamic ads.

2 Competitive-edge creative — built ad creative around Husochhemma's clearest differentiators, keeping the brand visibly ahead of competitors at every funnel stage.

3 Cross-sell activation — layered complementary home products into every campaign to lift order value and offset the CPA pressure created by low repeat-purchase frequency.

THE CREATIVE

Paid social ads engineered for this funnel



Where we started

Performance baseline before the Vibe Digital partnership

316K

REACH

14,080

CLICKS

1.50%

CTR

SEK 61.95

AVERAGE CPM

2.97

FREQUENCY

375

ADD TO CART

35

PURCHASES

SEK 1,660.10

COST PER PURCHASE

5.14x

ROAS

Three months in

Performance after three months with Vibe Digital

69,041

REACH

3,832

CLICKS

2.04%

CTR

SEK 63.30

AVERAGE CPM

2.72

FREQUENCY

312

ADD TO CART

33

PURCHASES

SEK 360.61

COST PER PURCHASE

26.96x

ROAS

CAMPAIGN KPIs

Three months of partnership, side by side

CTR

+36%

1.50% → 2.04%

Click-through rate

COST PER PURCHASE

-78%

SEK 1,660 → SEK 361

Cost per purchase, down sharply

ROAS

+425%

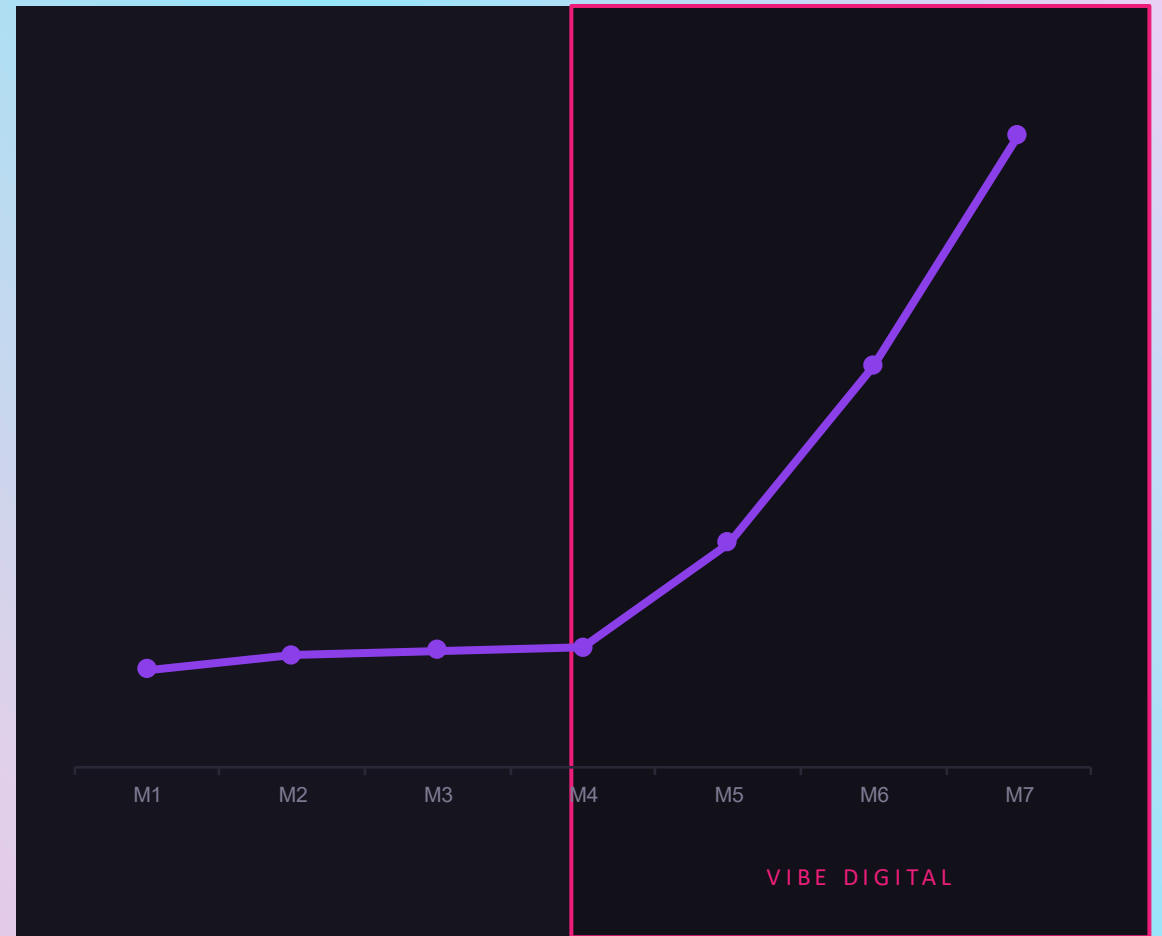
5.14x → 26.96x

Return on ad spend

BUSINESS GROWTH

ROAS UP +425% IN 3 MONTHS

- ◆ Despite a softer housing market than the year prior, we scaled Husochhemma's paid social program and more than doubled return on ad spend within three months of partnering with Vibe Digital.
- ◆ The trendline shows real headroom — we keep compounding it by tuning targeting and creative against live market signals rather than a fixed playbook.





Let's build your next case study.

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



EMAIL

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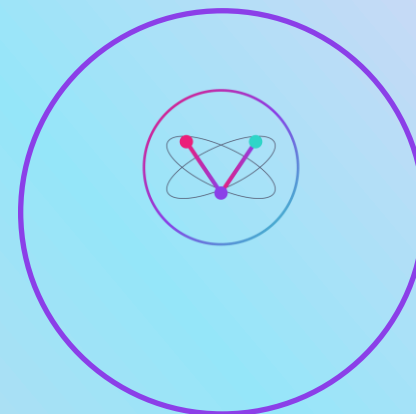
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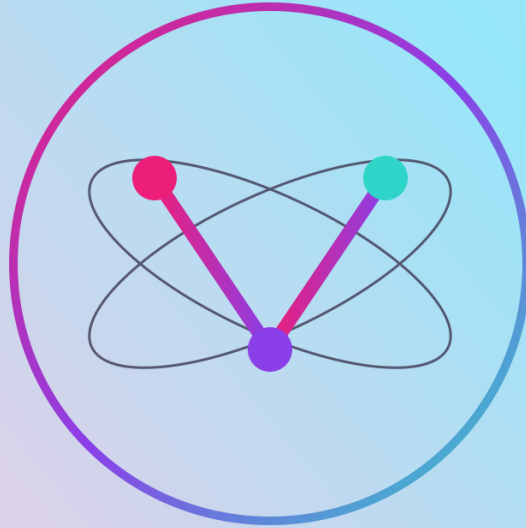
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vibe digital

PERFORMANCE MARKETING AGENCY