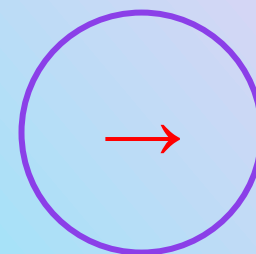


META PERFORMANCE

CASE STUDY

CLIENT **Stockholms Klänningsfabrik**



ABOUT THE CLIENT

STOCKHOLMS KLÄNNINGSFABRIK — FASHION D2C



Stockholms Klänningsfabrik is a Swedish fashion house known for its exquisite dresses and apparel. This case study centers on their performance across Meta platforms — how Vibe Digital's paid social program expanded their reach and customer base, and the results delivered once budget, audience, and creative were rebuilt around what actually converts.

Client: Stockholms Klänningsfabrik

The storefront

stockholmsklanningsfabrik.se — fall collection



SWOT SNAPSHOT

STRENGTHS

- Unique, distinctive product range
- Strong brand reputation
- Clear, targetable audience

WEAKNESSES

- Limited global reach
- Relatively high price point
- Ad account inefficiency from prior budget management

OPPORTUNITIES

- A properly structured marketing funnel
- Cost-effectiveness gains still on the table
- Testing additional ad formats
- International expansion

THREATS

- Economic downturns denting discretionary spend
- Fast-fashion competitors on price
- Fast-changing consumer preferences



KEY STRATEGIES

ENGINEERED FOR THIS ACCOUNT

1

Budget reallocation — audited every campaign, cut spend on underperformers, and rerouted budget to the ad sets already proving ROI — turning inflated cost-per-result into sustainable spend.

2

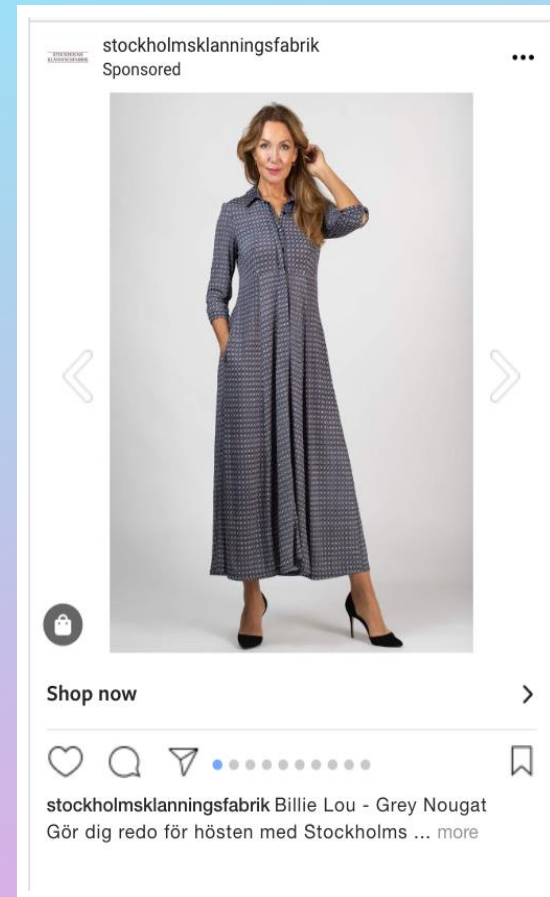
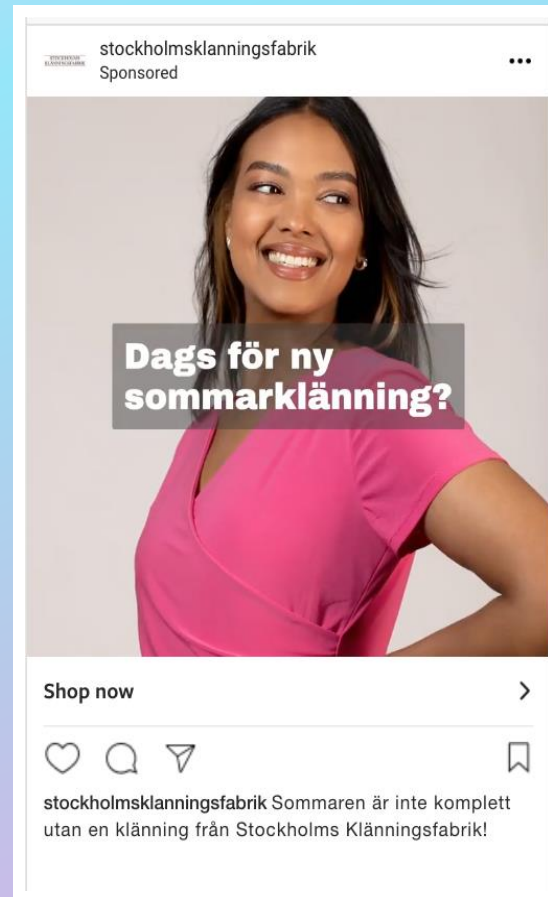
Audience segmentation — split a blurred mix of retargeting, lookalike, and cold audiences into distinct segments, then tailored messaging and spend to each segment's real performance.

3

Strategic versatility — used Meta's full range of campaign objectives instead of a one-size-fits-all setup, matching structure to goal at every stage of the funnel.

THE CREATIVE

Paid social ads engineered for this funnel



Where we started

Meta performance baseline before the Vibe Digital partnership

344K

REACH

1.11M

IMPRESSIONS

SEK 92.36

AVERAGE CPM

36,281

LINK CLICKS

SEK 2.81

CPC

7.34%

UNIQUE CTR

888

ADD TO CART

222

PURCHASES

SEK 459.80

COST PER PURCHASE

3.28x

ROAS

SEK 335.03K

CONVERSION VALUE

SEK 102.08K

SPEND

Three months in

Meta performance after three months with Vibe Digital

326K

REACH

1.76M

IMPRESSIONS

SEK 72.45

AVERAGE CPM

48,317

LINK CLICKS

SEK 2.64

CPC (LINK)

8.12%

UNIQUE CTR (LINK)

1,665

ADD TO CART

1,125

PURCHASES

SEK 125.41

COST PER PURCHASE

20.07x

ROAS

SEK 1.90M

CONVERSION VALUE

SEK 140.60K

SPEND

CAMPAIGN KPIs

Three months of partnership, side by side

PURCHASES

+407%

~~222~~ → **1,125**

Purchases

COST PER PURCHASE

-73%

~~SEK 460~~ → **SEK 125**

Cost per purchase, down sharply

ROAS

+512%

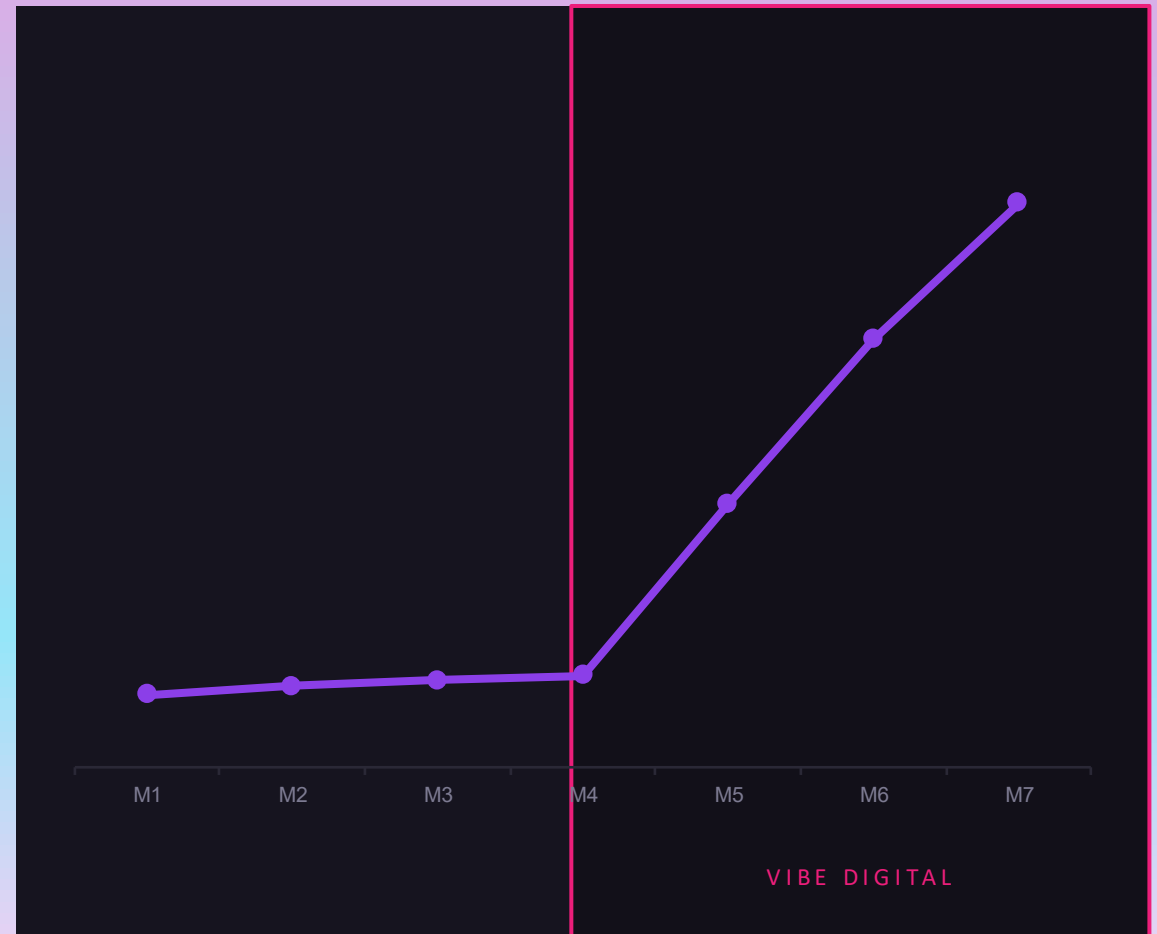
~~3.28x~~ → **20.07x**

Return on ad spend

BUSINESS GROWTH

COST PER PURCHASE DOWN 73%, ROAS UP 512%

- ◆ Even against a tougher economic backdrop, we cut cost per purchase sharply and grew ROAS more than sixfold within three months of taking over the account.
- ◆ Disciplined budget allocation and sharp audience segmentation compound fast on Meta — we're staying vigilant on cost-effectiveness as we keep pushing this account further.





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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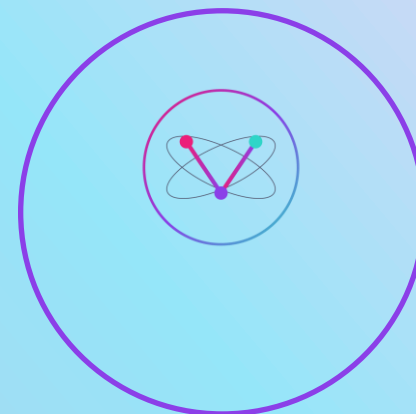
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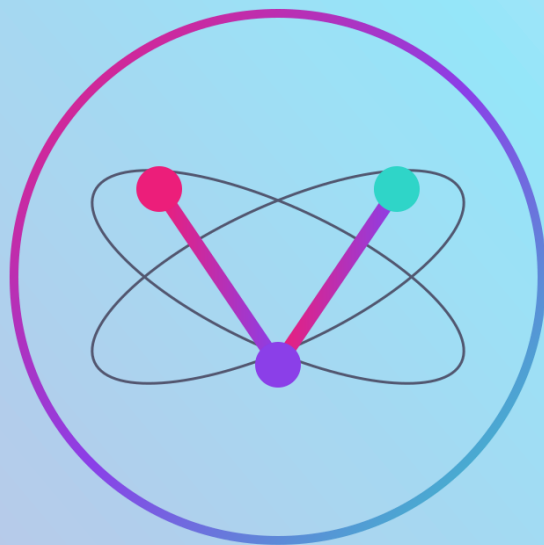
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