



META PERFORMANCE

CASE STUDY

CLIENT **Vattenfilterkannor.se**



ABOUT THE CLIENT

E-COMMERCE — WATER FILTERS



Vattenfilterkannor.se is an e-commerce brand specializing in water filters. Their top product, the ZeroWater® filter jug, delivers drinking water free of dissolved substances and heavy metals through a patented 5-stage filter that removes 99% of particles and impurities from tap water. The jugs are NSF-certified to reduce lead, hexavalent chromium, mercury, chlorine, and PFAS.

Client: Vattenfilterkannor.se

Where things stood

When we started, the client had only run sporadic paid social campaigns with no real strategy, jumping straight to bottom-funnel activity without proper funnel tracking in place. That's a common trap for small and medium businesses handling their own marketing — it usually means spending on broad, unfamiliar audiences and a very low ROAS, which was exactly the situation here.

What we changed

After carefully examining the client's previous ads, results, and setup, we implemented correct tracking on the website and began testing ad sets and creative, building campaigns that worked systematically down the sales funnel instead of skipping straight to the bottom.

Where we started vs. today

Less than 3 months of partnership

BEFORE

Ad spend

15,000 SEK

Cost per order

396.40 SEK

ROAS

125%

CTR / CPC

2.49% / 6.96 SEK

AFTER

Ad spend

27,411 SEK

Cost per order

146 SEK

ROAS

564%

CTR / CPC

8.83% / 4.49 SEK



Let's build your next case study.

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



EMAIL

alexander@vibedigi.tech



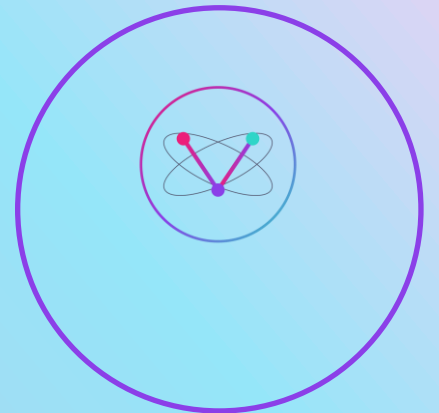
PHONE

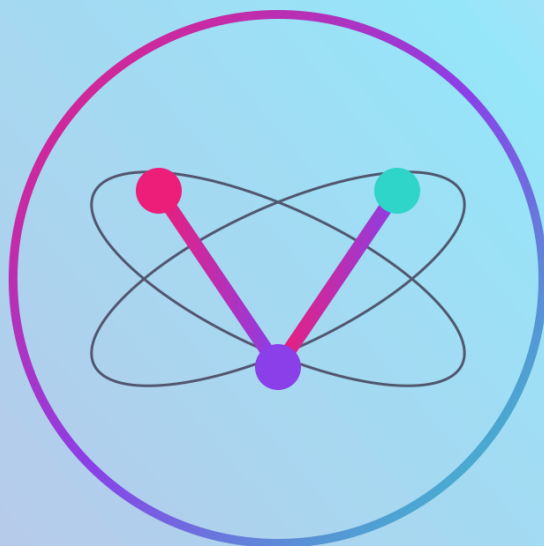
+46 76 896 21 19



WEBSITE

vibedigi.tech





vibe digital

PERFORMANCE MARKETING AGENCY