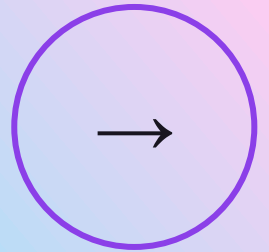




PERFORMANCE MARKETING

CASE STUDY



CLIENT **Sweprep.se**

ABOUT THE CLIENT

E-COMMERCE — OUTDOOR PRODUCTS

» Sweprep is a Swedish e-commerce brand that manufactures and sells outdoor products such as emergency radios, emergency kits, and water filter bottles. Their most popular product, the emergency radio, has sold in the thousands. In 2023 Sweprep expanded into a wider range of outdoor products and rebranded as Nordic Preparation.

Client: Sweprep.se

Where things stood

When we took over, the client had been running Facebook ads on their own for a year, with ROAS stuck at 141% and total sales of 702,000 SEK. A review of the ad account showed the conversion campaigns were rarely optimized: basic setups only, with no continuous testing of target groups, ad sets, ads, or strategy.

What we changed

After a full audit of 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 12 months of partnership

BEFORE

Ad spend

226,710 SEK

Cost per order

240.68 SEK

FB ROAS

141%

CTR / CPC

5.98% / 8.36 SEK

Total sales (e-commerce)

702,000 SEK

AFTER

Ad spend

313,720 SEK

Cost per order

140.84 SEK

FB ROAS

450%

CTR / CPC

7.57% / 4.61 SEK

Total sales (e-commerce)

2,807,012 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



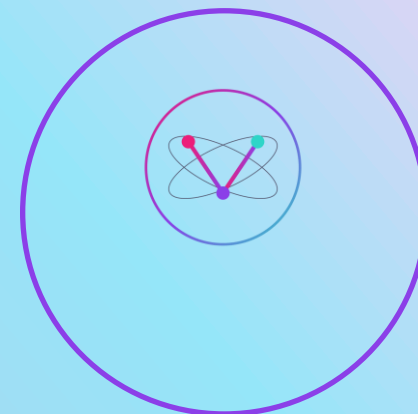
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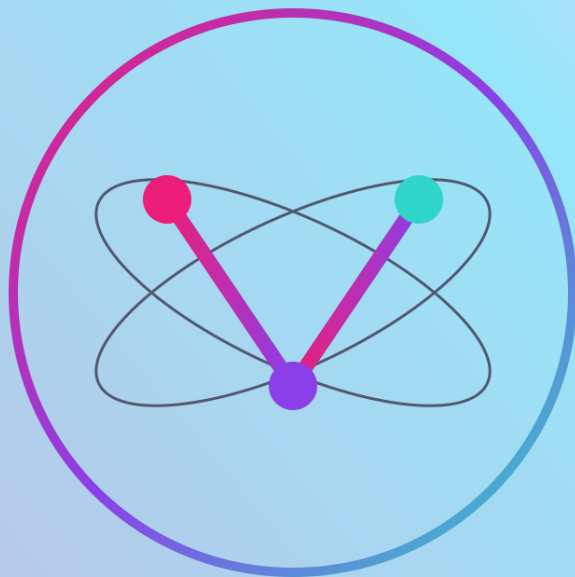
+46 76 896 21 19



WEBSITE

vibedigi.tech





vibe digital

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