

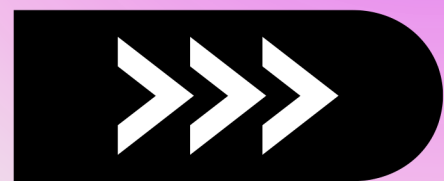
D2C CASE STUDY META

Johansson
- SKOR TILL HELA FAMILJEN -

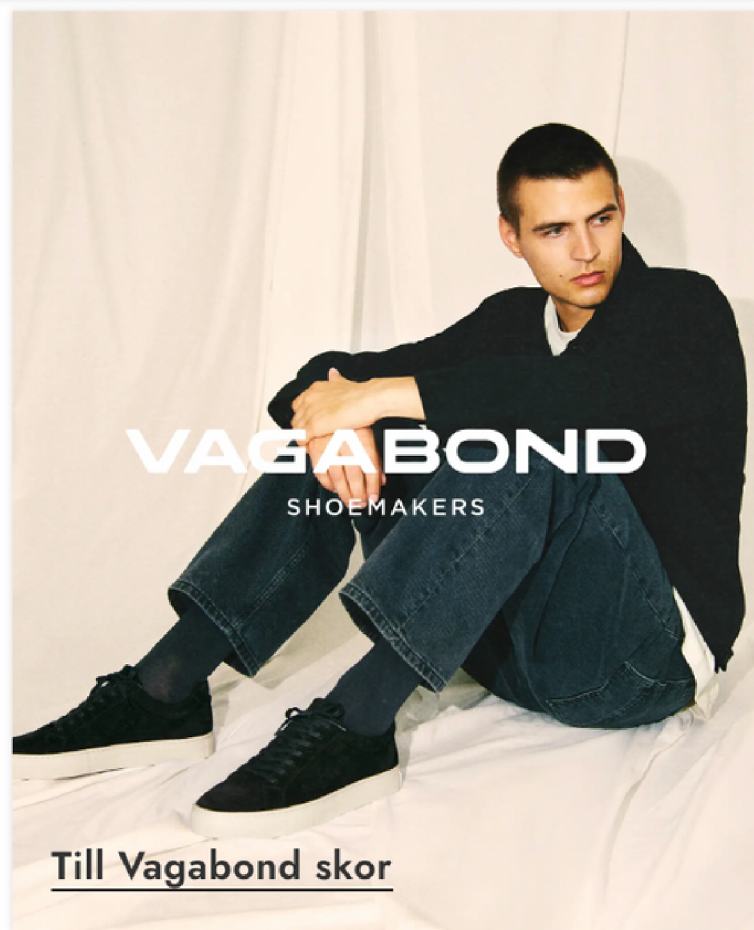


(((O))) AdomatIQ
SoMe MARKETING

ABOUT CLIENT



Johanssons, a trusted name in the world of footwear. With a rich history and a commitment to quality, they offer a curated selection of well-known brands that cater to diverse tastes and styles. Whether you're looking for timeless classics or the latest trends, Johanssons has something for everyone. Their dedication to providing exceptional customer service and a wide range of options makes them a premier choice for shoe enthusiasts seeking both style and comfort. They are well established with many physical stores in Sweden and just recently expanded their online presence and continually grow in high speed in the e-commerce world.



AKTUELLA PRODUKTER



COLORS OF CALIFORNIA

1.099 kr



TRETORN
GARPA HYBRID

1.499 kr



STILMODA

~~799 kr~~ 599 kr

BIRKENSTOCK



ELLA

1.199 kr



VAGABOND
PAUL 2.0

1.299 kr



PREMIATO

1.199 kr



KAVAT
HALLAND WP

~~899 kr~~ 699 kr



VAGABOND
KENOVA

1.199 kr

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Well established brand awareness in Sweden due to physical stores;• Wide Product Range for broad audience;• Product brands already well established;	<ul style="list-style-type: none">• No tracked data on clients,• High brand awareness but no MOF & BOF;• Un trackable return on Ad Spend since running just “boost posts” awareness ads.• Market competition;	<ul style="list-style-type: none">• Track sales journey & optimise weak points;• Retargeting strategies;• Dynamic Ads & sales funnel strategies with BOF,• Sharp targeting due to existing brands audience insights;	<ul style="list-style-type: none">• High CPM in this market;• Tracking and Meta attribution inaccuracy;• Price wars, Economic Downturn and low seasons;

KEY STRATEGIES IMPLEMENTED




- **Sales funnel strategy:** Track valuable actions and drive all data through a sales journey to optimize conversion rates and lower CPM.
- **Competitive advantage focused Ads:** Highlight positive aspects that distance us from competitors through the Ads in funnel strategy using creative assets.
- **Highly segmented & personalized targeting:** Personalize campaigns to maximize purchase chances using brand targeting & through dynamic ads.

ADS

Instagram

johanssonsskor Sponsored



Shop now >

♥ 💬 📌

johanssonsskor Handla dina perfekta skor på Johanssons.se!
Gör övergången till hösten med vårt urval av New Balance-skor som prioriterar både din aktiva livsstil och ditt önskemål om snygga och mångsidiga skor.

Instagram

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Vilken VAGABOND är du?



Johanssons ZOE

Shop now >

♥ 💬 📌

johanssonsskor Letar du efter det perfekta paret skor för att komplettera din sommaroutfit? På Johanss... more

Johanssons Sponsored

Vilken Vans är du?

På Johanssons.se kan du välja bland ett varierat utbud av skor för alla stilar och tillfällen. Utforska vårt omfattande sortiment online och hitta det perfekta skoparet för att uttrycka din unika stil.



johanssons.se
Hitta ditt perfekta par på Johanssons.se! Shop now

CURRENT RESULTS

27,707

IMPRESSIONS

12,839

REACH

1,073

CLICKS

SEK 5.27

COST PER OUTBOUND CLICK

3.87%

CTR (%)

170

ADD TO CART

59

PURCHASES

SEK 53.10

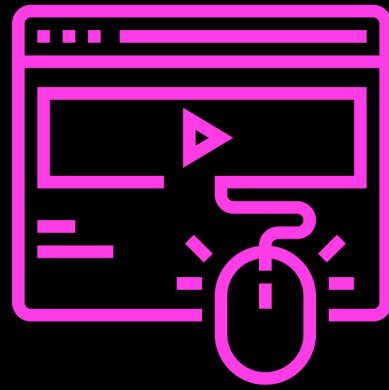
COST PER PURCHASES

24.43

ROAS

CAMPAIGN KPI'S

3 months of cooperation



CTR

3.87%

Click Through Rate



CPP

53 KR

Cost Per Purchase



ROAS

24.43

Return on Ad Spend

REACH OUT TO US FOR ANY QUESTIONS.



EMAIL

info@adomatiq.io



WEBSITE

<https://www.adomatiq.io/>

