

BUSINESS CASE STUDY

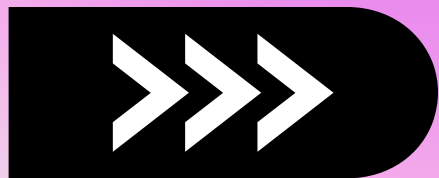


HUSOCHHEMMA.SE

 AdomatIQ
SoMe MARKETING

ABOUT CLIENT

HUSOCHHEMMA.SE



Dynamic and innovative online retailer that caters to the diverse needs of homeowners and homemakers. With a comprehensive selection of home and living products, this business is a one-stop destination for all things related to interior decor, home improvement, and everyday essentials with a huge focus on beds. Husochhemma.se offers a wide array of high-quality products, provides a seamless shopping experience with an extensive range of choices that cater to various tastes and budgets.

HUSOCHHEMMA.SE



Sök efter produkt..

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

Sängkläder

Sortera efter

Lagerstatus

Filtrera pris

Filtrera Storlek

Filtrera efter märke

Sök

Visa : 12 / 24 / 36 / Alla



-50%

Sens Kontinentalsäng - Dubbelsäng
180x200

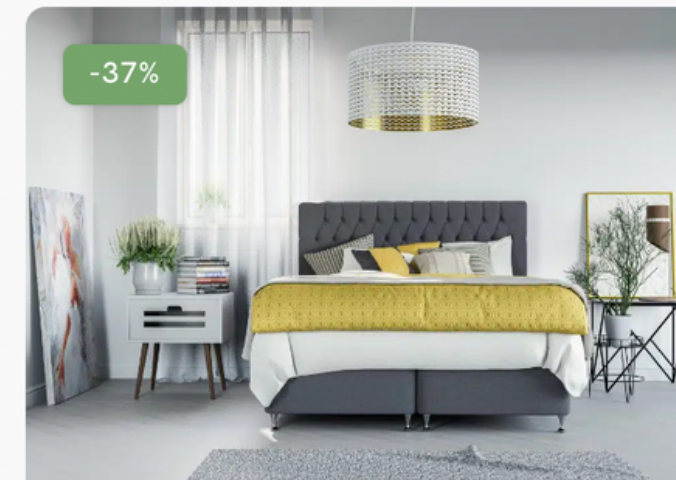
~~23,900 kr~~ ~~25,900 kr~~ **12,900 kr**



-48%

Sens Kontinentalsäng - Dubbelsäng
160x200

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



-37%

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

Cozy Beds
~~29,900 kr~~ **18,900 kr**



-47%

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

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

Fråga oss

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Wide Product Range in housing;• Price positioning in the market;• Product quality;	<ul style="list-style-type: none">• High cost per acquisition;• Low profit margens & ROAS;• Low client retention due to purchase frequency;• Market competition;	<ul style="list-style-type: none">• Retargeting strategies;• Dynamic Ads & sales funnel strategies with attractive offers for BOF,• Cross-sell different product categories;• Competitive advantage focused ADS communication;	<ul style="list-style-type: none">• High CPM in this market;• Ad testing phase costs;• Tracking and Meta attribution inaccuracy;• Price wars, Economic Downturn and low seasons;

KEY STRATEGIES IMPLEMENTED



- **Sales funnel strategy:** drive all data through a sales journey to optimize conversion rates and lower CPM while maximising value of data collected through retargeting campaigns and dynamic ads.
- **Cross-sell products:** due to the wide range of housing products available, focus on maximising conversions from each potential client with complementary products to troubleshoot low retention and improve CPA in general.
- **Competitive advantage focused Ads:** Highlight positive valuable aspects that distance us from competitors through the Ads in funnel strategy using creative assets.

ADS

Instagram

husochhemma.se
Sponsored

ALVA STÄLLBAR
PRISVÄRD SÄNG

18.900:-

Tyst & starkt motor
Ingår sängpaket
5★ av våra kunder

RÄNTEFRI
DELBETÄLNING

HUSOCHHEMMA.SE

Shop now >

husochhemma.se 🇸🇪 Tillverkad Ställbar säng
🚚 Fri Hemleverans
✅ Komplet paket

H Husochhemma.se
Sponsored

Missa inte vår kampanj på pooler och spabad!
Fynda idag innan alla är slut. ☀️

POOL & SPA
UPP TILL **46% RABATT**

SHOPPA NU!
HUSOCHHEMMA.SE

husochhemma.se
Stor poolkampanj 🌴

Shop now

Instagram

husochhemma.se
Sponsored

SOMMARKAMPANJ

12% rabatt på alla utemöbler!
Över 1500 grupper
HUSOCHHEMMA.SE

Shop now >

husochhemma.se Just nu får du hela 12% rabatt på hela vårt sortiment på utemöbler!
Passa på nu innan det tar slut!
→ Snabba leveranser
→ Delbetalning med Klarna
→ Stort sortiment

RESULTS BEFORE VS AFTER

Report Before Cooperation

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 PURCHASES

5.14
ROAS

RESULTS BEFORE VS AFTER

Report after 3 months of Cooperation

69,041
REACH

3,832
CLICKS

2.04%
CTR (%)

SEK 63.30
AVERAGE CPM

2.72
FREQUENCY

312
ADD TO CART

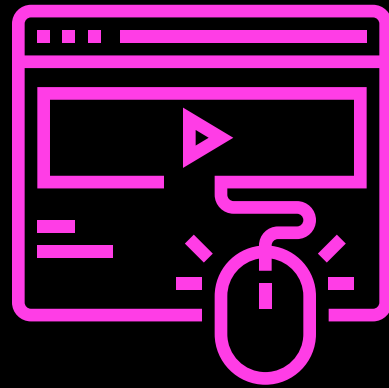
33
PURCHASES

SEK 360.61
COST PER PURCHASES

26.96
ROAS

CAMPAIGN KPI'S

3 months of cooperation



CTR

↗ **36%**

1.50% ↗ **2.04%**

Click Through Rate



CPP

↘ **361%**

SEK1660.10 ↘ **SEK 360.61**

Cost Per Purchase



ROAS

↗ **425%**

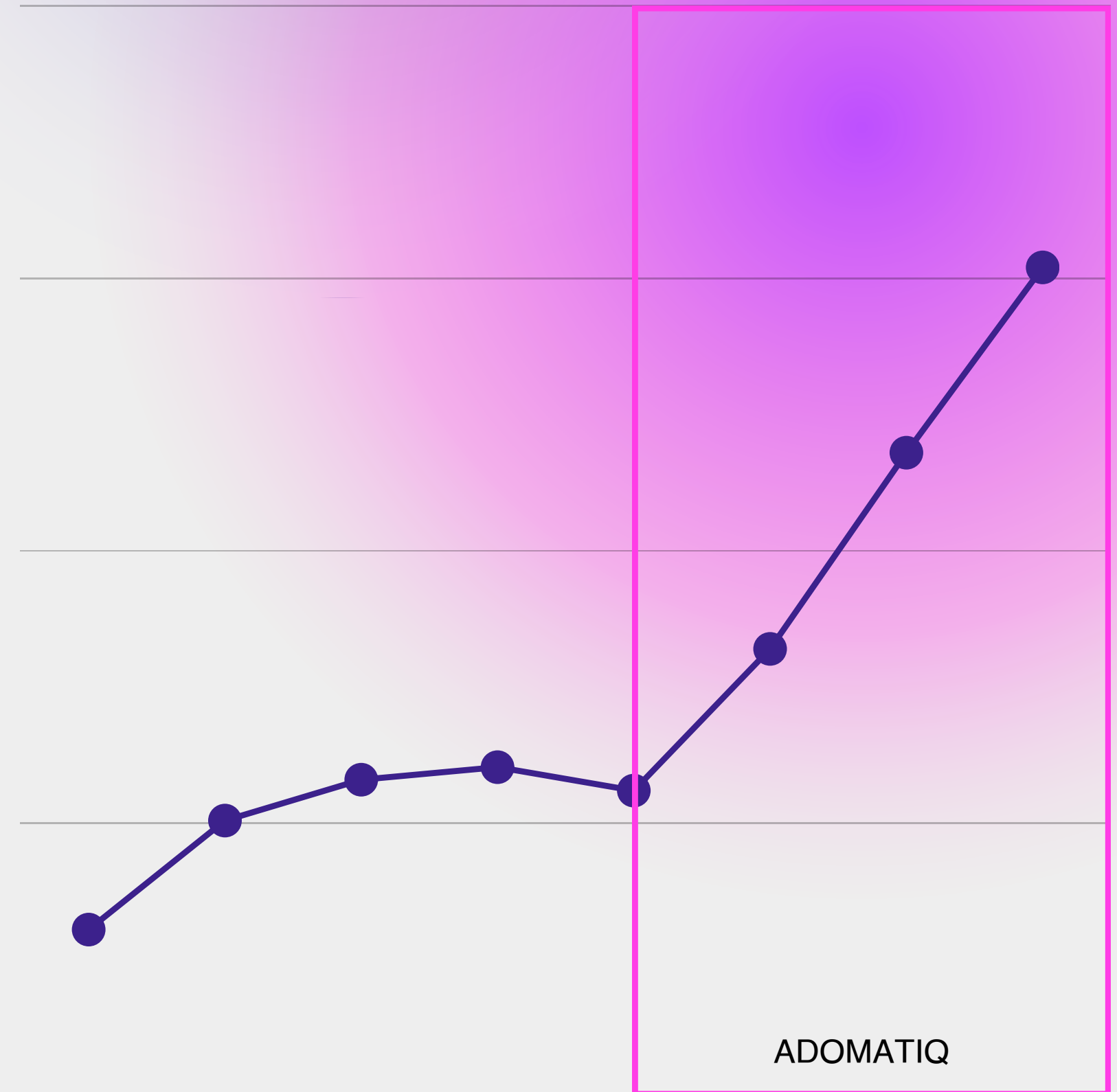
5.14 ↗ **26.96**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED + 425% IN 3 MONTHS

- ✦ Despite negative market changes compared to the previous year we were able to scale the business and maximize the return on ad spend over double within 3 months of cooperation.
- ✦ Trends show us endless potential and growth opportunity as we optimise campaigns according to market insights and better position the business in such a competitive market.



REACH OUT TO US FOR ANY QUESTIONS.



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WEBSITE

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

