

# BUSINESS CASE STUDY

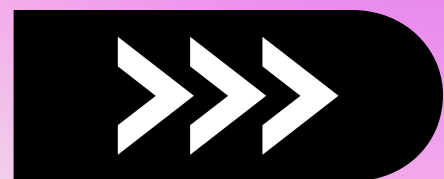


***Innesvingen***

**(((o))) AdomatIQ**  
SoMe MARKETING

# ABOUT CLIENT

*Innesvingen*



Innesvingen.se is an online golf store that offers a wide selection of golf equipment, apparel, and accessories from top brands. They provide expert advice, exclusive deals, and a user-friendly shopping experience for golf enthusiasts. It's a community for golfers to explore and enhance their golfing experience.

# Innesvingen

Innesvingen

PRODUKTER

REA

CUSTOM FITTING

BUTIKER

SIMULATORGOLF

LIGAN



## FINA ERBJUDANDEN

SE ALLA



Rea

**COBRA KING LTDX MAX DAM DRIVER**

COBRA

~~5 299 kr~~ 3 709 kr **Spara 30%**



Rea

**COBRA KING LTDX SVART DRIVER**

COBRA

~~5 299 kr~~ 3 709 kr **Spara 30%**



Rea

**CALLAWAY ROGUE ST MAX LS DRIVER**

CALLAWAY

~~5 499 kr~~ 3 799 kr **Spara 31%**



Rea

**TITLEIST T-100 6 JÄRN STÅLSKAFT REGULAR**

TITLEIST

~~11 999 kr~~ 8 399 kr **Spara 30%**



Rea

**NIKE GOLF DRI-FIT VICTORY GOLF POLO LIGHT SMOKE BV0354-042**

NIKE

~~599 kr~~ 399 kr **Spara 33%**

# SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Wide Product Range inside golf market allowing us to cross sell;</li><li>• Price positioning in the market;</li><li>• Product quality;</li><li>•</li><li>• Well know brands products.</li></ul>	<ul style="list-style-type: none"><li>• High cost per acquisition;</li><li>• Low profit margens &amp; ROAS;</li><li>• Low client retention – no community strategy;</li><li>• Market competition;</li></ul>	<ul style="list-style-type: none"><li>• Retargeting strategies;</li><li>• Dynamic Ads &amp; sales funnel strategies with attractive offers for BOF,</li><li>• Cross-sell different complementary products;</li></ul>	<ul style="list-style-type: none"><li>• High CPM in this market;</li><li>• Ad testing phase costs;</li><li>• Tracking and Meta attribution inaccuracy;</li><li>• Price wars, Economic Downturn and low seasons;</li></ul>

# 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 products available, focus on maximising conversions from each potential client with complementary products to troubleshoot low retention and improve CPA in general.
- **Creating a golf community:** strategy around building solid client list to keep track on clients for golf season and build strong brand awareness – created a lead generation campaign for this.

# ADS


 **Innesvingen**  
Sponsored · 🌐

Köp din golfutrustning hos Innesvingen.se! 🏌️  
Golfsäsongen är här! Spana in det senaste inom  
golfklubbor, golfkläder, golfskor och mycket  
mer.




innesvingen.se  
**Höj ditt spel: Handla  
toppmärken för...**

[Shop now](#)


 **Innesvingen**  
Sponsored · 🌐

Handla din golfutrustning på Innesvingen.se! 🏌️  
Upptäck de senaste erbjudandena inom  
golfklubbor, golfkläder, golfskor och mycket  
mer.



**Cleveland RTX  
Zipcore Tour  
Cleveland**

[Shop now](#)



**King Co  
Snake I  
Cobra**

 **Innesvingen**  
Sponsored · 🌐

Köp din golfutrustning hos Innesvingen.se! 🏌️  
Golfsäsongen är precis runt hörnet. Spana in det  
senaste inom golfklubbor, golfkläder, golfskor  
och mycket mer.



**Höj ditt spel: Handla toppmärken för golfutrustn**



**More**

# RESULTS BEFORE VS AFTER

Report Before Cooperation

45,313  
IMPRESSIONS

14,216  
REACH

1,586  
CLICKS

3.50%  
CTR (%)

3.19  
FREQUENCY

58  
ADD TO CART (FB PIXEL)

2  
PURCHASES

SEK1,570.00  
COST PER PURCHASES

1.71  
ROAS

# RESULTS BEFORE VS AFTER

Report 3 Months of Cooperation

56,925  
IMPRESSIONS

20,084  
REACH

2,566  
CLICKS

4.51%  
CTR (%)

2.83  
FREQUENCY

60  
ADD TO CART (FB PIXEL)

16  
PURCHASES

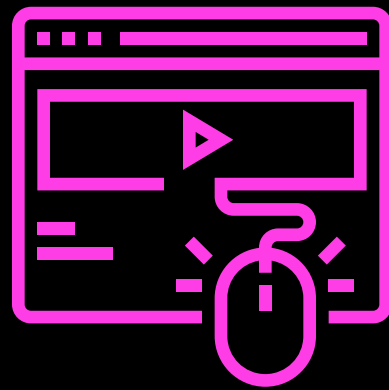
SEK172.39  
COST PER PURCHASES

19.56  
ROAS



# CAMPAIGN KPI'S

3 months of cooperation



**CTR**

↗ **29%**

3.5% ↗ **4.5%**

Click Through Rate



**CPP**

↘ **811 %**

SEK1570 ↘ **SEK 174**

Cost Per Purchase



**ROAS**

↗ **1043 %**

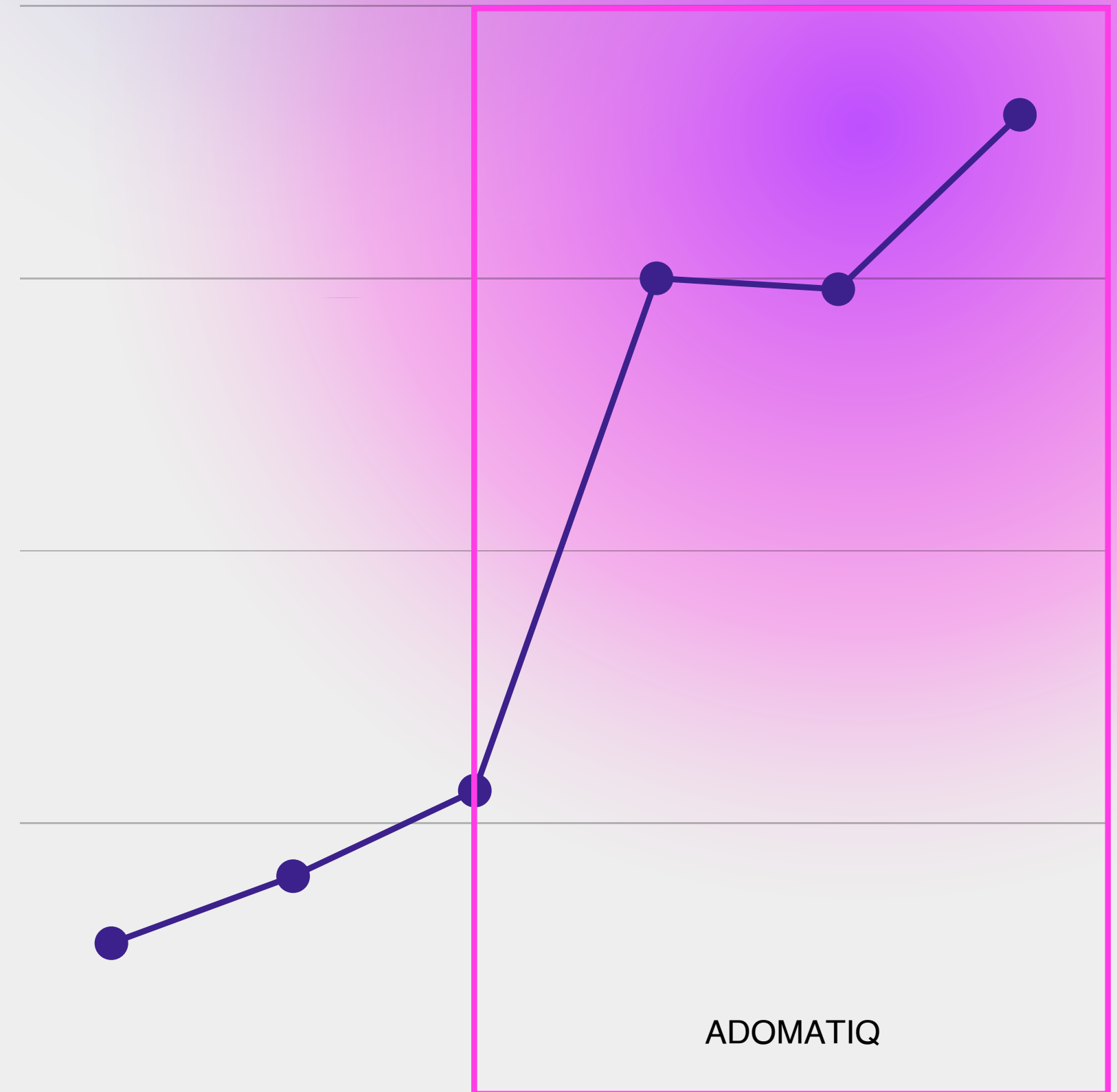
1.71 ↗ **19.56**

Return on Ad Spend

# BUSINESS GROWTH

## ROAS INCREASED + 1043 % IN 3 MONTHS

- ✦ We were able to break the record of sales and return on Ad spend for summer golf season for Innesvingen – our focus was towards creating cost effective results allowing us growth in ROAS.
- ✦ The brand awareness has grown reflecting in organic sales and the by amount of golf lovers who have signed up to be a part of the community and are returning consistent customers.



# REACH OUT TO US FOR ANY QUESTIONS.



## **EMAIL**

info@adomatiq.io



## **WEBSITE**

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



AdomatIQ

SoMe MARKETING