

D2C
CASE
STUDY
GOOGLE

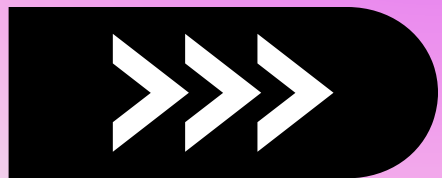
Innesvingen



 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

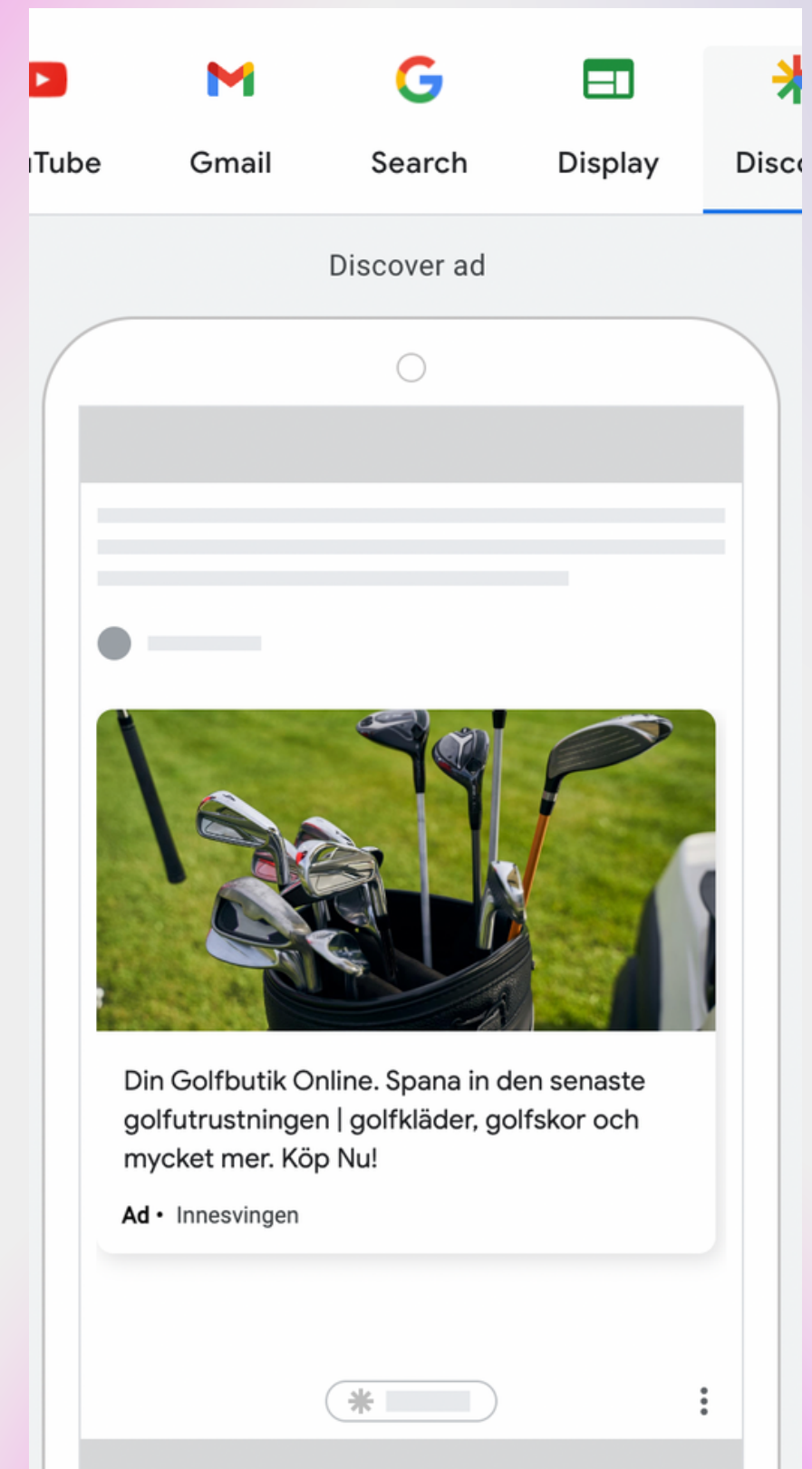
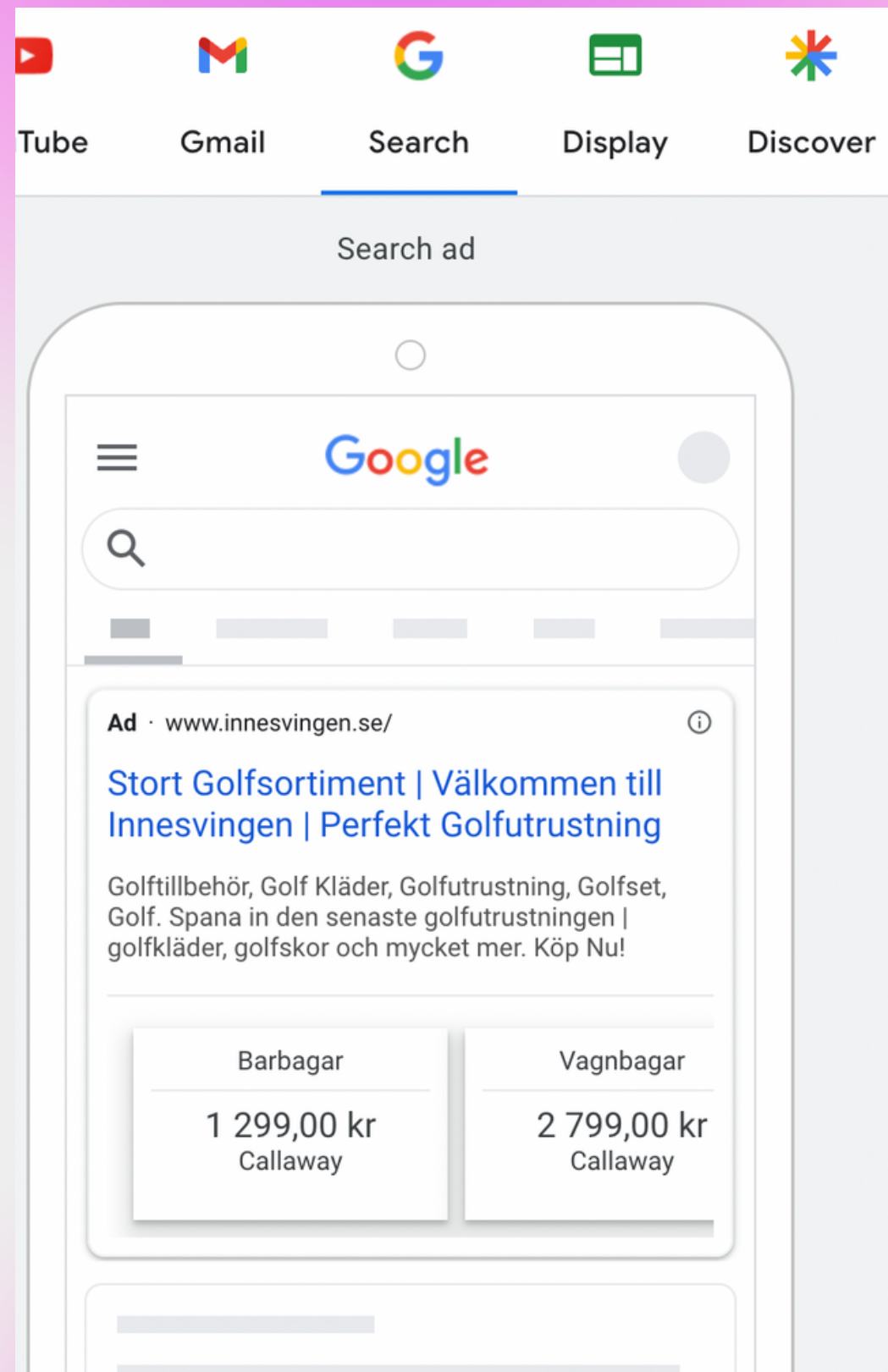
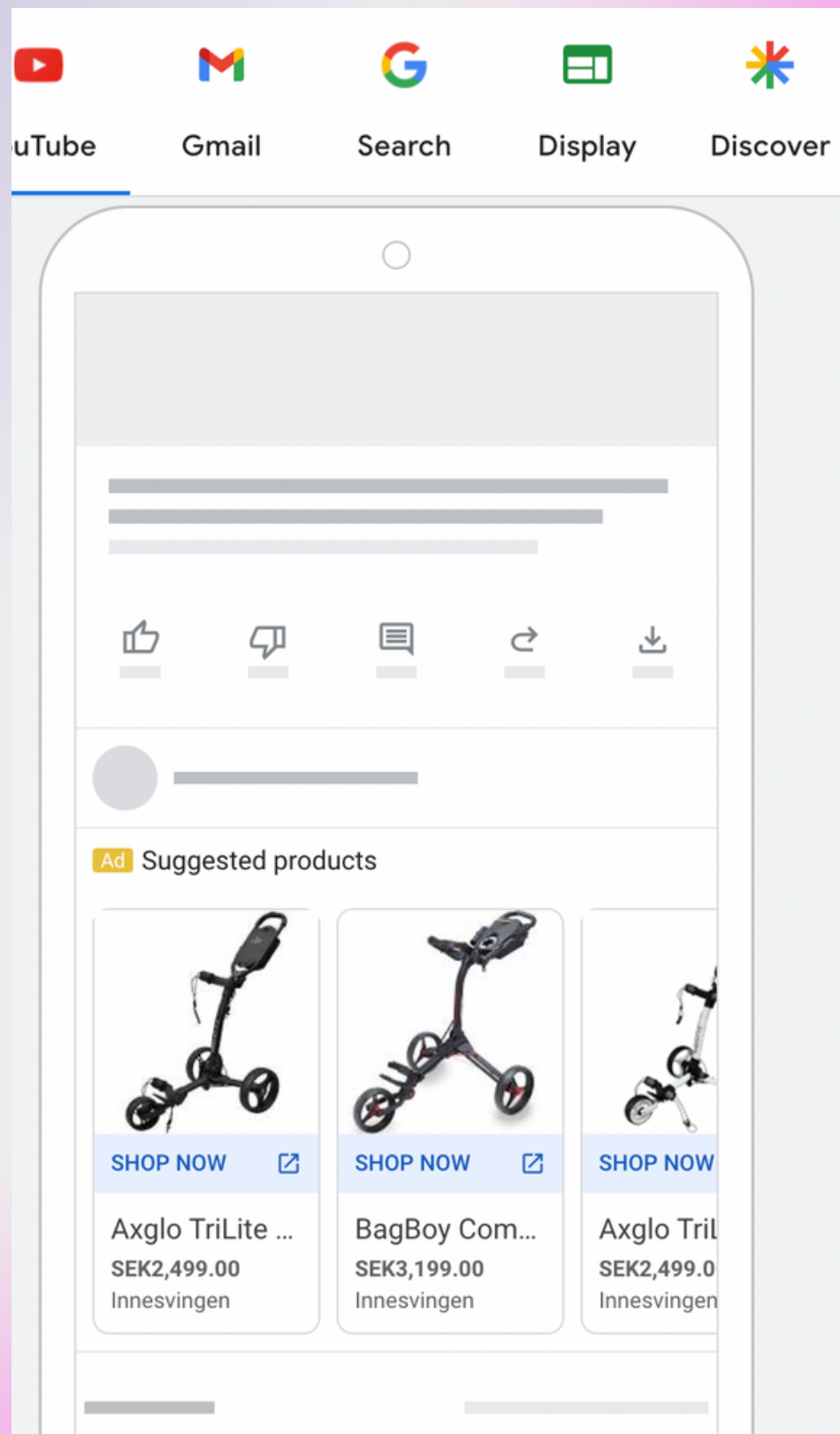
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Wide Product Range inside golf market allowing us to cross sell;• Price positioning in the market;• Product quality;• Well know brands products.	<ul style="list-style-type: none">• High cost per acquisition;• Low profit margens & ROAS;• Low client retention – no community strategy;• Market competition;	<ul style="list-style-type: none">• Retargeting strategies;• Dynamic Ads & sales funnel strategies with attractive offers for BOF,• Cross-sell different complementary products;	<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 products available, focus on maximising conversions from each potential client with complementary products to troubleshoot low retention and improve CPA in general.
- **Increase Brand Awareness and Cross Sell:** strategy around increasing brand awareness and volume of generic search campaign in first 2 months and then create performance max campaign with retargeting, custom and in market target audience. Thus, reaching the peak of sales volume in the 3rd month.

ADS



RESULTS

Report After 1 Month of Cooperation

There was no campaign before cooperation

51,769

IMPRESSIONS

3,472

CLICKS

SEK 155.34

AVERAGE CPM

6.71%

CTR (%)

SEK 2.32

AVERAGE CPC

SEK 8,041.91

COST

40.00

PURCHASE TRACKING
FOR GSF471591 -
20230612192134 ALL
CONVERSIONS

SEK 201.05

PURCHASE TRACKING
FOR GSF471591 -
20230612192134
COST/CONVERSION

17.15

ROAS

RESULTS

Report After 3 Months of Cooperation
There was no campaign before cooperation

95,408

IMPRESSIONS

4,582

CLICKS

SEK 121.18

AVERAGE CPM

4.80%

CTR (%)

SEK 2.52

AVERAGE CPC

SEK 11,561.64

COST

92.00

PURCHASE TRACKING
FOR GSF471591 -
20230612192134 ALL
CONVERSIONS

SEK 125.67

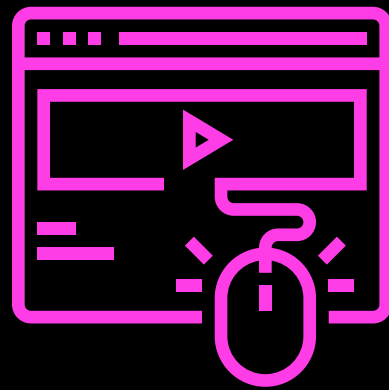
PURCHASE TRACKING
FOR GSF471591 -
20230612192134
COST/CONVERSION

17.92

ROAS

CAMPAIGN KPI'S

3 months of cooperation



PURCHASES

↗ **130%**

40 ↗ **92**

Purchases



CPP

↘ **37 %**

SEK201 ↘ **SEK 125**

Cost Per Purchase



ROAS

↗ **1792 %**

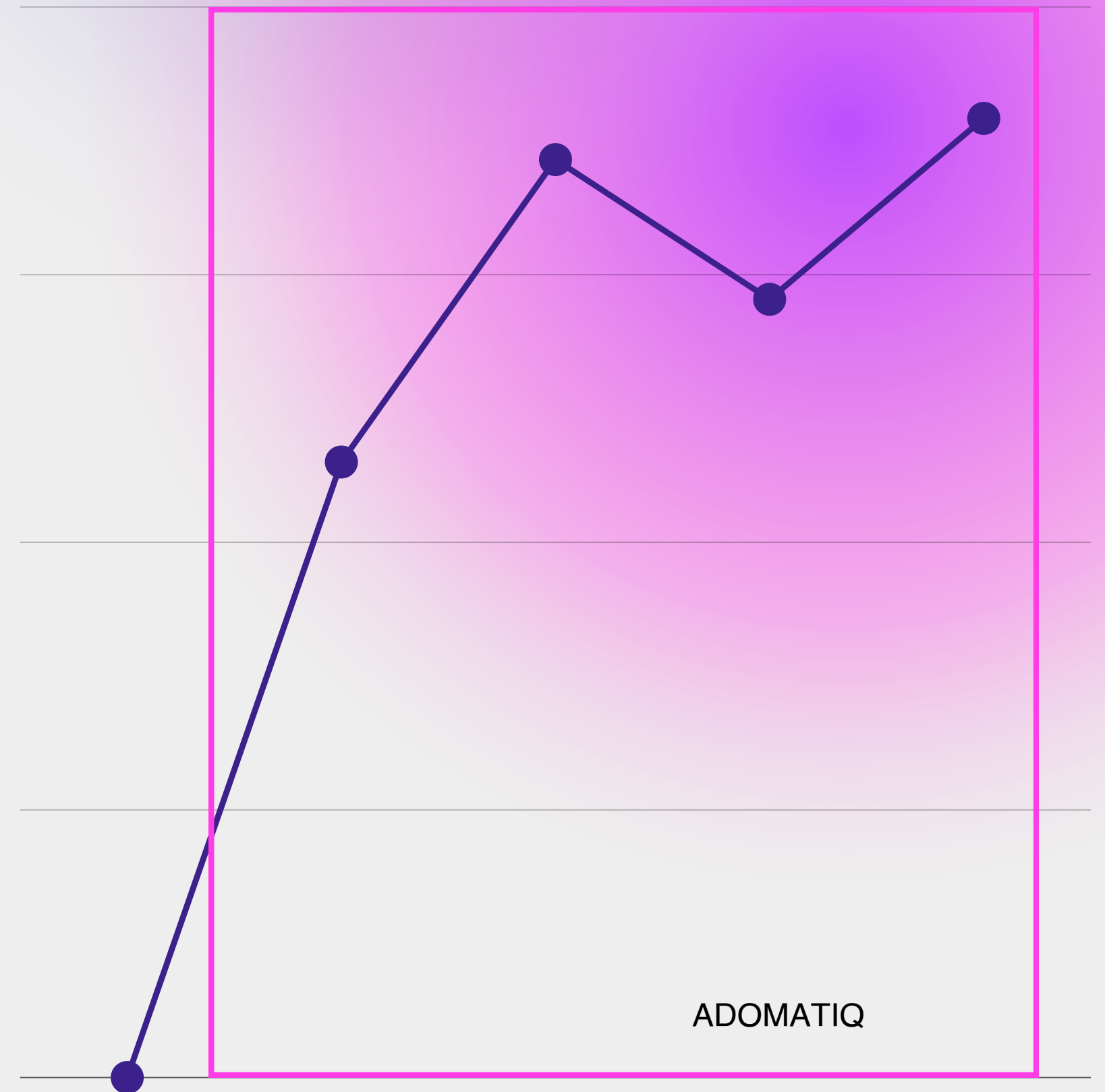
0 ↗ **17.92**

Return on Ad Spend

BUSINESS GROWTH

ROAS ----> 0 TO 17.92 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.
- ✦ Despite negative market changes compared to the previous year we were able to scale the business and maximize the return on ad spend over 1792 % from 0 within 3 months of cooperation.



REACH OUT TO US FOR ANY QUESTIONS.



EMAIL

info@adomatiq.io



WEBSITE

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



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