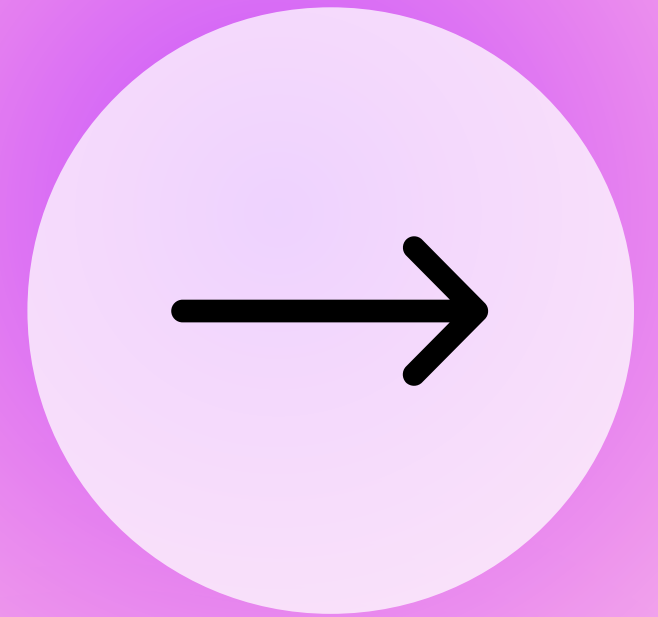
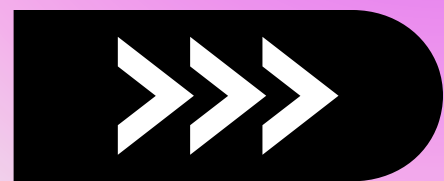


D2C CASE STUDY GOOGLE



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.

Lady Children Mr

popular products

Find your new favorites among our best-selling products right now!



THE WOODEN TOWER
SEK 1,499



ILVES
SEK 1,699



LEAF
SEK 899
SEK 449



ILVES
SEK 1,799



WARM WOMEN'S SHOES



ELLA
35 36 37 38 39 40 41
SEK 1,699

WARM CHILDREN'S SHOES



DR MARTENS
2976 LEONORE
36 37 38 39 40 41
SEK 2,199

WARM MEN'S SHOES



ELLA
Mini
36 37 38 39 40 41
SEK 899



THE WOODEN TOWER
Aspen Hybrid Low
36 37 38 39 40 41 42
SEK 1,499

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Well established brand awareness in Sweden due to physical stores;• Product and brand quality;• High brand search volume in Sweden• Wide Product Range for broad audience; <p>Product brands already well established;</p>	<ul style="list-style-type: none">• Strong competitors• Not doing any marketing work other than Google and Facebook ads.;• No tracked data on clients,	<ul style="list-style-type: none">• The positive impact of a wide brand range on ecommerce advertising• Retargeting strategies,• Cross-sell different product or brand categories;• Competitive advantage focused ADS communication;	<ul style="list-style-type: none">• High CPM and low engagement rate.;• Ad testing phase costs;• Economic Situation;• Market Saturation;

KEY STRATEGIES IMPLEMENTED



- **Sales funnel strategy:** drive all data through a sales journey to optimize conversion rates and lower CPM while maximising conversion value of data collected through retargeting, brand search and performance max campaigns.
- **Competitive advantage focused Ads:** Highlight positive aspects that distance us from competitors through the Ads in funnel strategy using creative assets Target the right audience by prioritizing the season's favorite products
- **Highly segmented & personalized targeting:** Personalize campaigns to maximize purchase chances using brand, custom intent and in-market targeting & through performance max ads.

ADS

Home page ad

The image shows a mobile app interface for YouTube. At the top, the YouTube logo is visible. Below it, there's a blurred profile picture and a blurred video thumbnail. The main content is an advertisement for Johanssons Skor. The ad features a black background with the words 'BLACK WEEK' repeated in a light grey font. In the center, there are two black boots. A red starburst graphic with white text says '20% RABATT PÅ ORD.PRISER'. Below the image, there's a blue 'Shop now' button with a share icon. The text below the button reads 'Skor till Dam, Barn & Herr' and 'Komplettera din vinterstil: Få 20% rabatt på dina favoritskor under Black Week.' At the bottom, it says 'Annon • Johanssons Skor'.

Discover ad

The image shows a mobile app interface for Discover. At the top, there are several blurred horizontal lines representing search results. The main content is an advertisement for Johanssons Skor. The ad features a black background with the words 'BLACK WEEK' repeated in a light grey font. In the center, there's a photo of a person's legs wearing black pants and white boots. A red starburst graphic with white text says '20% RABATT PÅ ORD.PRISER'. Below the image, there's a white text box with the text 'Skor Som Passar Alla Stilar. Komplettera din vinterstil: Få 20% rabatt på dina favoritskor under Black Week.' At the bottom, it says 'Ad • Johanssons Skor'.

The image shows a mobile app interface for Google. At the top, the Google logo is visible. Below it, there's a search bar with a magnifying glass icon. Below the search bar, there are several blurred horizontal lines representing search results. The main content is a grid of product cards for Johanssons Skor. The first card shows a black boot and is titled 'CHARLOTTE' with a price of 'SEK1,499.00'. The second card shows a brown loafer and is titled 'SVEN JOHAN...' with a price of 'SEK549.00'. The third card shows a black boot and is titled 'BLU' with a price of 'SEK...'. Below the grid, there are several blurred horizontal lines representing more search results.

RESULTS

Report after 3 months of Cooperation
There was no campaign before cooperation

3.10%

CTR (%)

52.76

ROAS

SEK 31.71

COST/CONVERSION

CAMPAIGN KPI'S

3 months of cooperation



CTR

↗ **310 %**

0 ↗ **3.10 %**

CTR



ROAS

↗ **5276 %**

0 ↗ **52.76**

Return on Ad Spend

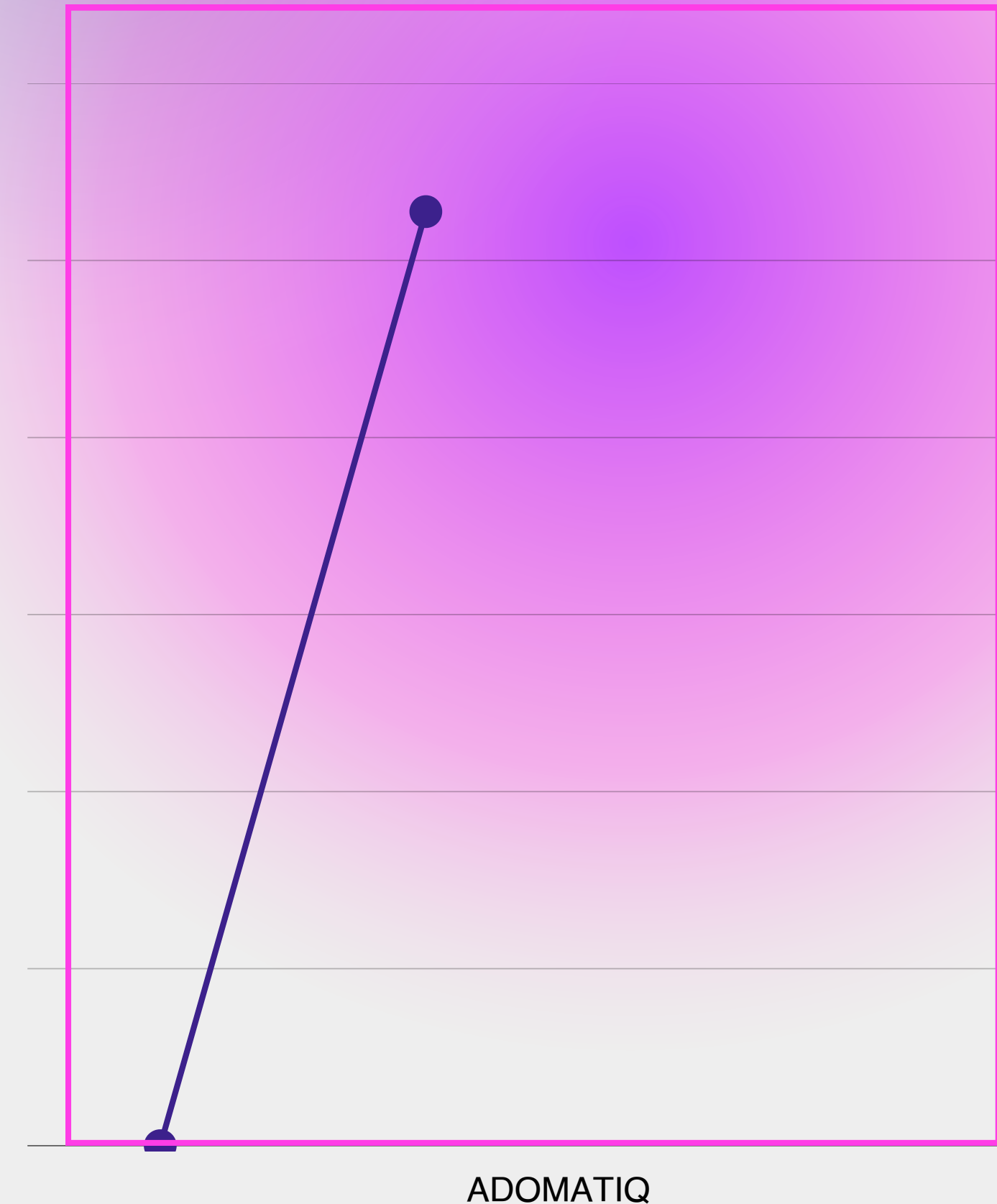
BUSINESS GROWTH

ROAS --> 0 TO 52.76 IN 3 MONTHS

✦ Despite negative market changes compared to the previous year and we started lower season (summer) we were able to scale the business and maximize the return on ad spend over 5276 % from 0 within 3 months of cooperation.

Key Points:

- ✦ -Consolidated campaign structured
- Good budget and bid strategy management
- ✦ -Brand (well known brand) and product advantage (product in constant demand)
- We achieved very high ROAS with a high profit margin product, low advertising budget with a very good sales oriented campaign strategy
- Remarketing, custom intent and in market targeting strategy
- Preparing sales oriented, clear, and trendy advertising content (ad copies,images,videos)



REACH OUT TO US FOR ANY QUESTIONS.



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