BUSINESS CASE STUDY

Sunkini

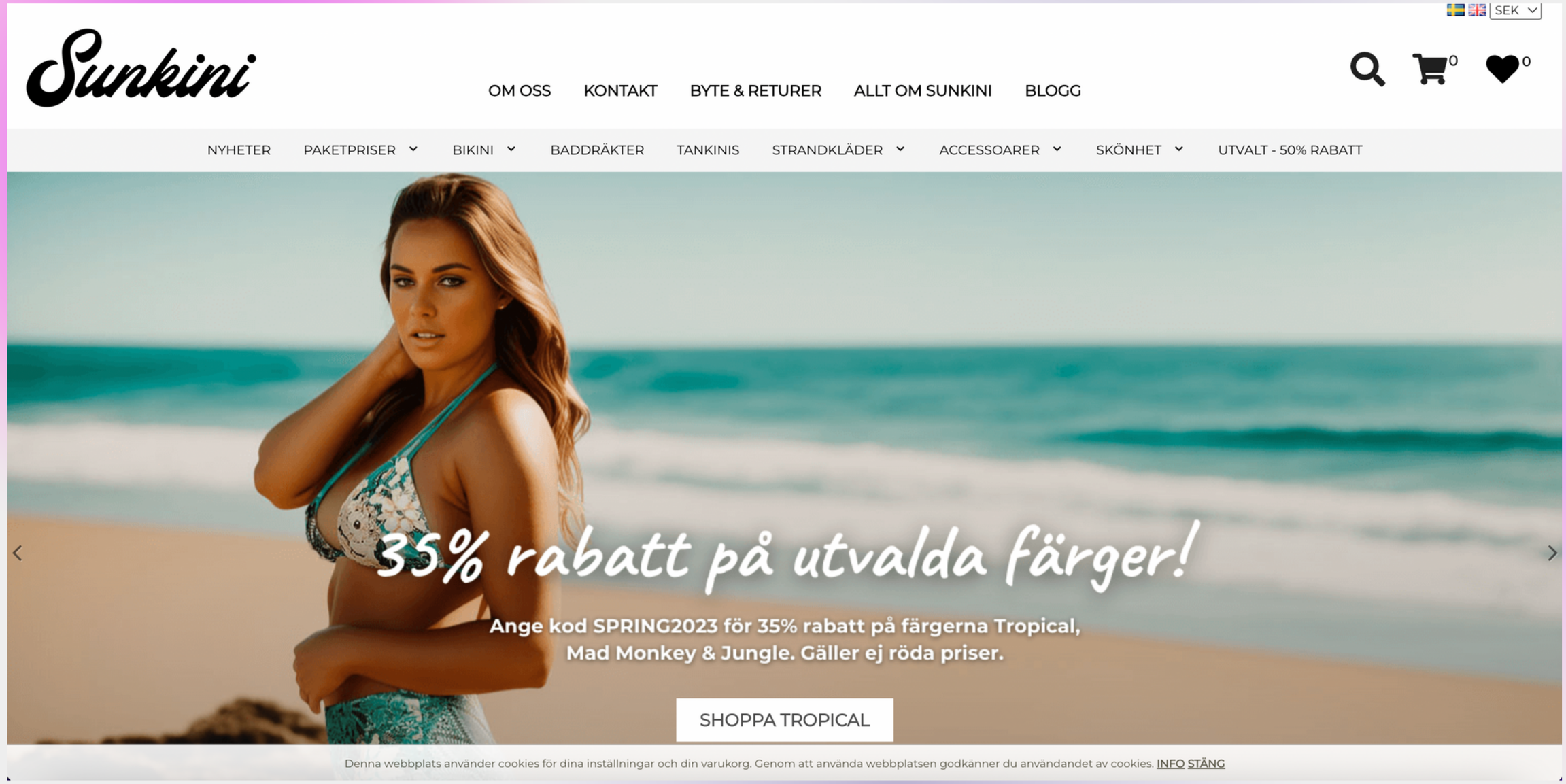
AdomatIQ
SoMe MARKETING

ABOUT CLIENT

Sunkini

Sunkini, a Swedish sensation, brings the beach to your browser with its vibrant collection of swimwear and beach attire! Dive into their world of stunning bikinis, trendy tankinis, and sleek swimsuits, available in a dazzling array of styles and hues. Their products are all crafted from the same innovative fabric that lets the sunshine through, which gives the user an even and faboulous tan. They cater to every woman, offering sizes from XS to XXL.

Sunkini


SEK
Sunkini
OM OSS
KONTAKT
BYTE & RETURER
ALLT OM SUNKINI
BLOGG
0
0
NYHETER
PAKETPRISER
BIKINI
BADDRÄKTER
TANKINIS
STRANDKLÄDER
ACCESSOARER
SKÖNHET
UTVALT - 50% RABATT
35% rabatt på utvalda färger!
Ange kod SPRING2023 för 35% rabatt på färgerna Tropical,
Mad Monkey & Jungle. Gäller ej röda priser.
SHOPPA TROPICAL
Denna webbplats använder cookies för dina inställningar och din varukorg. Genom att använda webbplatsen godkänner du användandet av cookies. INFO STÄNG

SWOT ANALYSIS

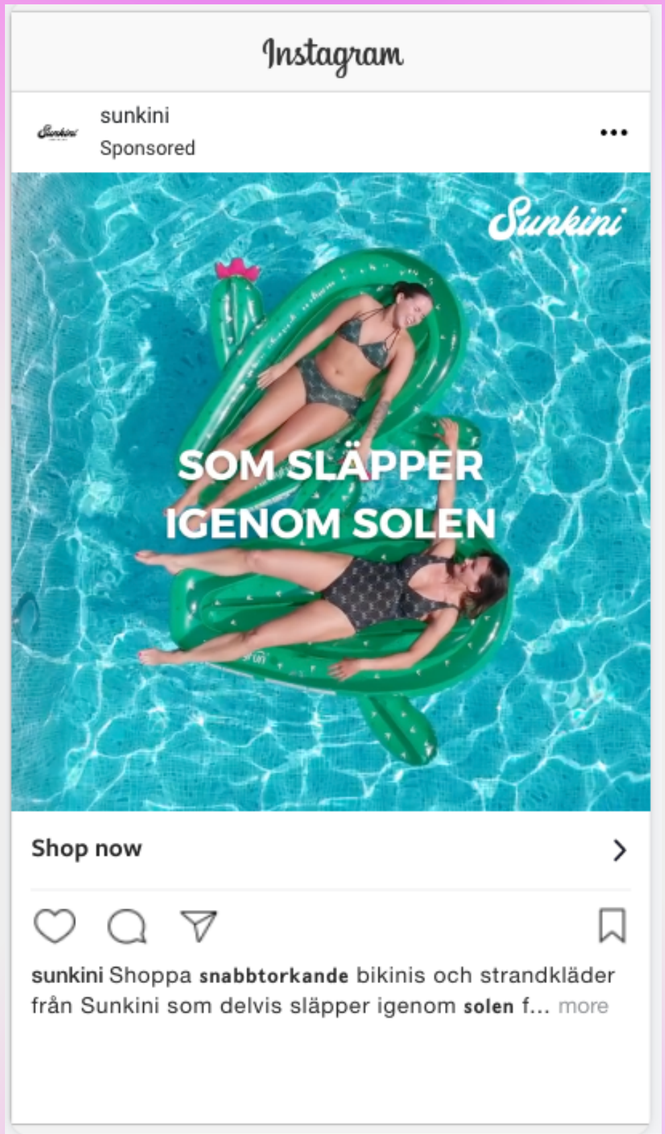
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Wide Product Range • Price positioning in the market; • Product quality; • Unique fabric	• High cost per acquisition; • Low profit margins & ROAS; • Low client retention due to purchase frequency; • Market competition; • Seasonal product	• Retargeting strategies; • Dynamic Ads & sales funnel strategies with attractive offers for BOF, • Competitive advantage and brand focused ADS • Test new target groups	• 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 beachwear and beach accesories , focus on maximising conversions from each potential client with complementary products to troubleshoot low retention and improve CPA in general.
- **Competitive advantage & brand focused Ads:** Highlight positive valuable aspects that distance us from competitors through the Ads in funnel strategy using creative assets.

ADS

Sunkini
Sponsored ·
25% rabatt på vårt fantastiska sortiment av badkläder!
...see more
SOMMARKAMPANJ
25%
RABATT
ANGE KOD LATESUMMER25
Sunkini
sunkini.se
25% RABATT
Ange kod LATESUMMER25
Shop now
Like
Comment
Share


Instagram
sunkini
Sponsored
Sunkini
SOM SLÄPPER
IGENOM SOLEN
Shop now
sunkini Shoppa snabbtorkande bikinis och strandkläder från Sunkini som delvis släpper igenom solen f... more

Sunkini
Sponsored ·
Valentine's Day 15 % RABATT!
Unna dig själv en Valentine's
...see more
Valentine's Day
SALE
OFFER
15%
OFF
Sunkini
sunkini.se
15% RABATT PÅ DITT KÖP!
Shop now
Like
Comment
Share

RESULTS BEFORE VS AFTER

Report Before Cooperation

269 K REACH	9,803 CLICKS	1.50 % CTR (%(
SEK 57.41 AVERAGE CPM	3.90 FREQUENCY	541 ADD TO CART
86 PURCHASES	SEK 425,40 COST PER PURCHASE	2.12 ROAS

RESULTS BEFORE VS AFTER

Report after 3 months of Cooperation

445 K REACH	68,422 CLICKS	2.97% CTR (%(
SEK 71.13 AVERAGE CPM	2.98 FREQUENCY	4,235 ADD TO CART
857 PURCHASES	SEK 140,02 COST PER PURCHASE	12.94 ROAS

CAMPAIGN KPI'S

3 months of cooperation

CTR

↗ **98%**

1.50% ↗ **2.97%**

Click Through Rate

CPP

↘ **303%**

SEK425.40 ↘ **SEK 140.02**

Cost Per Purchase

ROAS

↗ **610%**

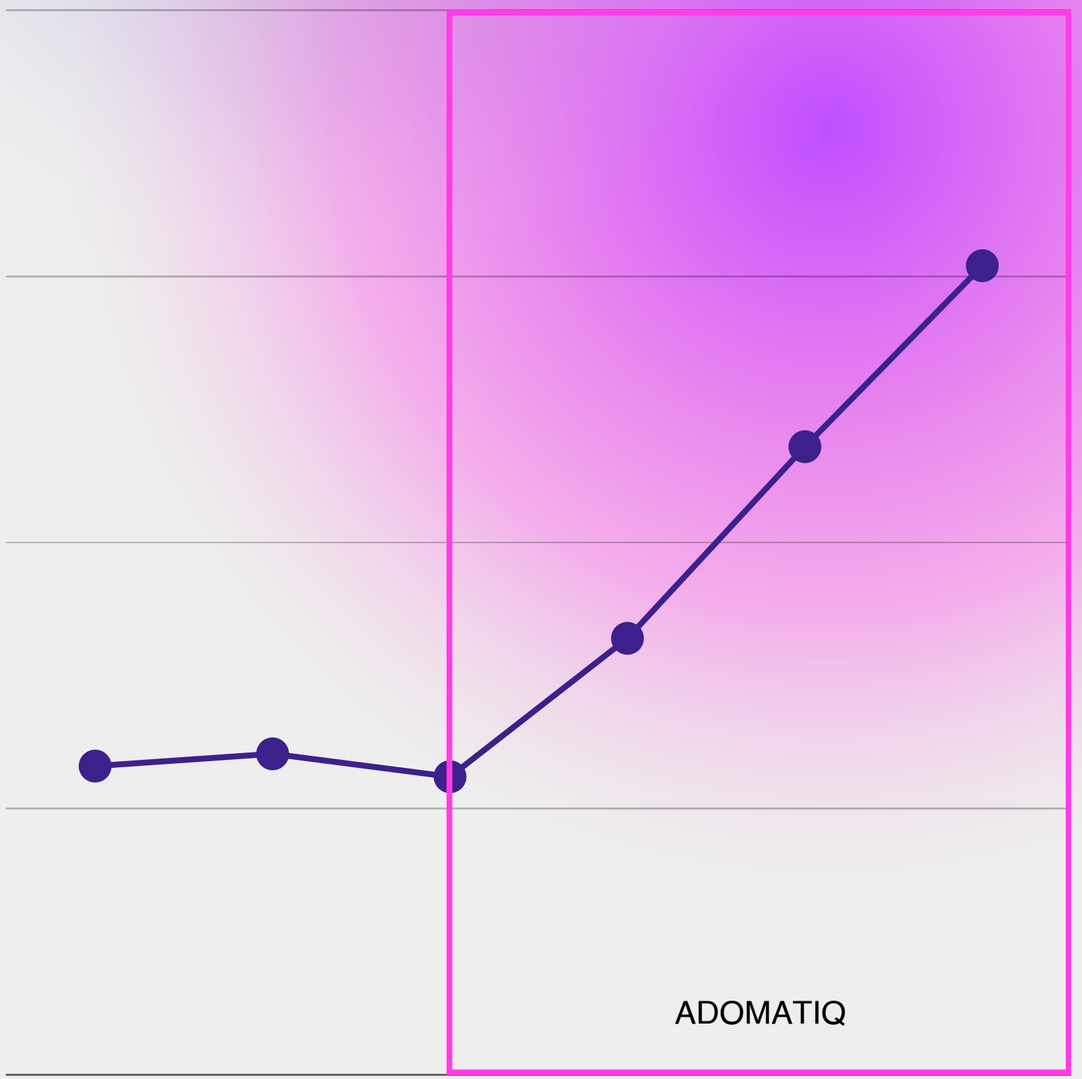
2.12 ↗ **12.94**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED + 610% IN 3 MONTHS

- Despite increased market competition compared to the previous year, we successfully scaled the business and achieved more than a twofold increase in the return on ad spend within just three months of collaboration.
- Trends reveal limitless possibilities and opportunities for growth, as we fine-tune our campaigns based on market insights, strategically positioning the business to stand out in a highly competitive landscape.



REACH OUT TO US FOR ANY QUESTIONS.

EMAIL

info@adomatiq.io

WEBSITE

https://www.adomatiq.io/

AdomatIQ

SoMe MARKETING