

D2C CASE STUDY META



ABOUT CLIENT



Buyn is an online technology store offering a wide range of smartphones, computers, and accessories from leading brands. The company combines quality, service, and affordability to make tech shopping simple and reliable. With both new and refurbished devices, Buyn.se provides a sustainable choice for customers who value performance and smart savings.

Populära produkter



iPhone 17
10 990 kr
🕒 inkl. moms



Google Pixel 10 Pro 128GB Obsidian
10 738 kr
🕒 inkl. moms



Samsung Galaxy S25 128GB Blueblack
11 563 kr
🕒 inkl. moms



Beställningsvara

Samsung Odyssey G5 S27CG510EU 27" -
2560x1440 - VA - 165Hz
2 288 kr
🕒 inkl. moms



OWC Thunderbolt 5 Dual 10GbE Network Dock
5 206 kr
🕒 inkl. moms



Lenovo ThinkBook 14 G6 - 14" - i5 13420H - 16GB
RAM - 512GB SSD



Dell UltraSharp U2724DE 27" - 2560x1440 - IPS -
120Hz



MacBook Pro 14" - M4 Pro - 12-kärnig CPU & 16-
kärnig grafik - 24GB RAM - 512GB SSD -
Dumskäp



HP EliteBook 6 G1i - 14" - Core Ultra 7 255U -
16GB RAM - 512GB SSD



Beställningsvara

Dell Pro Max 14 MC14250 - 14" - Core Ultra 7 265H
- 32GB - 1TB SSD

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Wide Product Range inside the tech market• Price positioning in the market;• Product quality;• Well know brands products.	<ul style="list-style-type: none">• High cost per acquisition;• Low profit margins & ROAS;• Low client retention – no community strategy;• Market competition;	<ul style="list-style-type: none">• Growing demand for sustainable and affordable tech solutions.• Retargeting strategies;• Sales funnel strategies with attractive offers for BOF,• Cross-sell different complementary products;	<ul style="list-style-type: none">• High CPM in this market;• Price sensitivity among consumers;• Tracking and Meta attribution inaccuracy;• Price wars, Economic Downturn and Supply chain challenges;

KEY STRATEGIES IMPLEMENTED



- **Sales funnel strategy:** structured campaigns based on the customer journey — from awareness to purchase — to increase conversion rates while lowering CPA.
- **Promoting a valuable choice:** positioned Buyn's refurbished products as a sustainable, budget-friendly alternative to new devices, emphasizing warranty, reliability, and environmental impact.
- **Strengthening retention & loyalty:** developed strategies to re-engage past customers through remarketing and email flows, encouraging repeat purchases and long-term relationships.

ADS

 **Buyn**
Sponsored · 

Sugen på en iPhone, iPad eller Mac utan att betala nypris? Kolla in våra begagnade Apple-produkter. Alla våra [...See more](#)

Begagnade och rekonditionerade enheter
Toppskick till riktigt bra pris.





buyn.se
Begagnade enheter i toppskick till riktigt bra pris

[Shop now](#)

[Buyn AB](#) [Alla produkter ...](#) [Begagnad och re.](#)


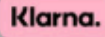


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 Like  Comment  Share

 **Buyn**
Sponsored · 





Upptäck din nästa favorit från Apple och andra ledande varumärken i vårt breda sortiment. Här möts kvalitet och innovation – [...See more](#)


Vi har IT-produkterna och tjänsterna du behöver



buyn.se
Buyn – där kvalitet och teknik möts.

[Shop now](#)

 34 1 comment 6 shares

 **Buyn**
Sponsored · 

Reparera era produkter hos Buyn. Skärmbyte, batteribyte, felsökning m.m. Vi lagar alla större märken. [...See more](#)

REPARERA ERA PRODUKTER HOS BUYN!



Våra tjänster:

- Skärmbyte
- Batteribyte
- Reparation av laddningsport
- Felsökning av programvara

Kontakt :
08-502 76 390
info@buyn.se
Erik Dahlbergsgatan 12,
115 32

buyn.se
Slipp krånglet – vi reparerar och ger dina...

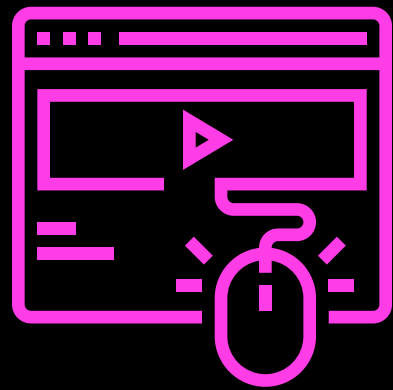
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CAMPAIGN KPI'S

3 months of cooperation



CTR

↗ 10%

4.5% ↗ 5.3%

Click Through Rate



CPP

↘ 50.57 %

SEK 201.99 ↘ **SEK 99.84**

Cost Per Purchase



ROAS

↗ 22 530 %

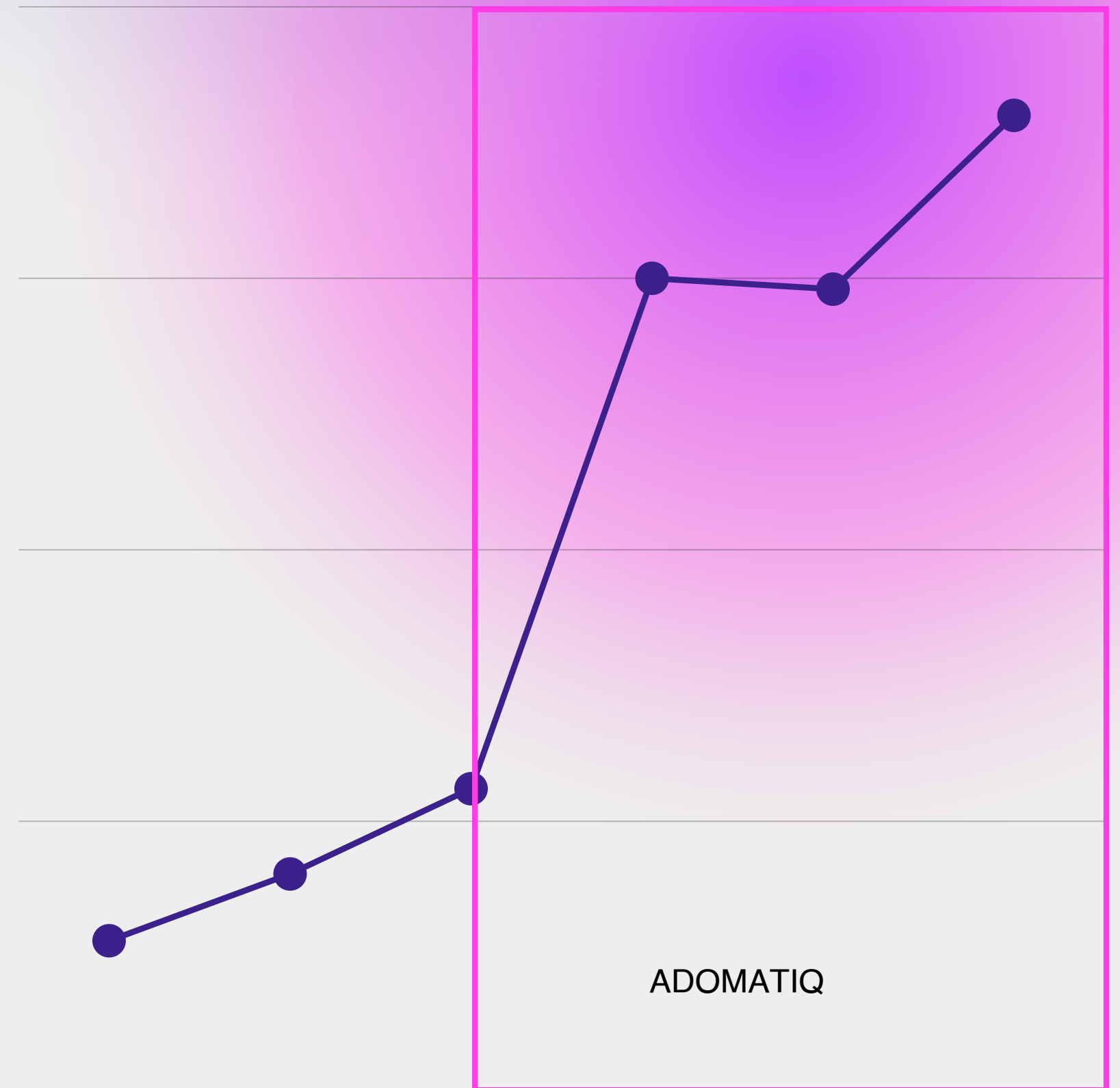
2.0 ↗ **45.06**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +24,933% IN 3 MONTHS

- ✦ We were able to significantly scale both sales and return on ad spend for Buyn.se over the course of three months. By October, campaigns achieved **ROAS 45.06**, a **+22,530% increase**.
- ✦ The brand's visibility and credibility have grown substantially, reflected in higher-quality traffic and recurring customers. Buyn's position as a trusted destination for affordable, high-quality tech products, driving sustainable results and long-term growth potential.



REACH OUT TO US FOR ANY QUESTIONS.



EMAIL

info@adomatiq.io



WEBSITE

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

