

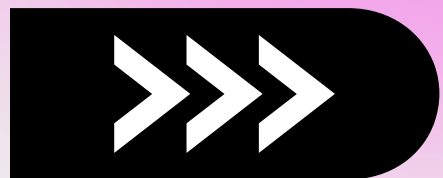
D2C CASE STUDY META

GÖTEBORG - SWEDEN

CRUD



ABOUT CLIENT



Crudsweden.se is a Swedish D2C brand offering premium handcrafted goods made from waxed canvas and vegetable-tanned leather. Focused on timeless design and sustainability, they create durable bags, gloves, and accessories built to last. Each piece reflects craftsmanship, authenticity, and a commitment to quality over mass production.

GÖTEBORG - SWEDEN CRUD

Fri frakt på alla beställningar över 1400SEK • Säkra betalningar med Klarna & PayPal

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Crud

svenska ▾

kr ▾



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Crud

svenska ▾

kr ▾



Gjöra handskar

1.319,00 kr

KÖP



Töfte Cross-Body Natur

2.460,00 kr

KÖP



Merino bomberjacka

2.460,00 kr

KÖP



Crud Lädervax

Från 138,00 kr

KÖP



Kevlarfodrade Dickson-handskar

KÖP



Crud Nyckelring

571,00 kr

KÖP



Thinsulatefodrade Gjöra handskar i Älgskinn

KÖP



Töfte Cross-Body Svart

2.460,00 kr



SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Strong brand identity rooted in craftsmanship and sustainability;• Premium, durable materials (waxed canvas & vegetable-tanned leather);• Niche positioning in the high-quality, heritage lifestyle market;• Loyal customer base valuing authenticity and long-term products.	<ul style="list-style-type: none">• High cost per acquisition;• Low profit margins & ROAS;• Low client retention no community strategy;• No strong social Media Presence	<ul style="list-style-type: none">• Retargeting strategies;• Dynamic Ads & sales funnel setup• Focus on quality and competitive advantages on Ads• 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;

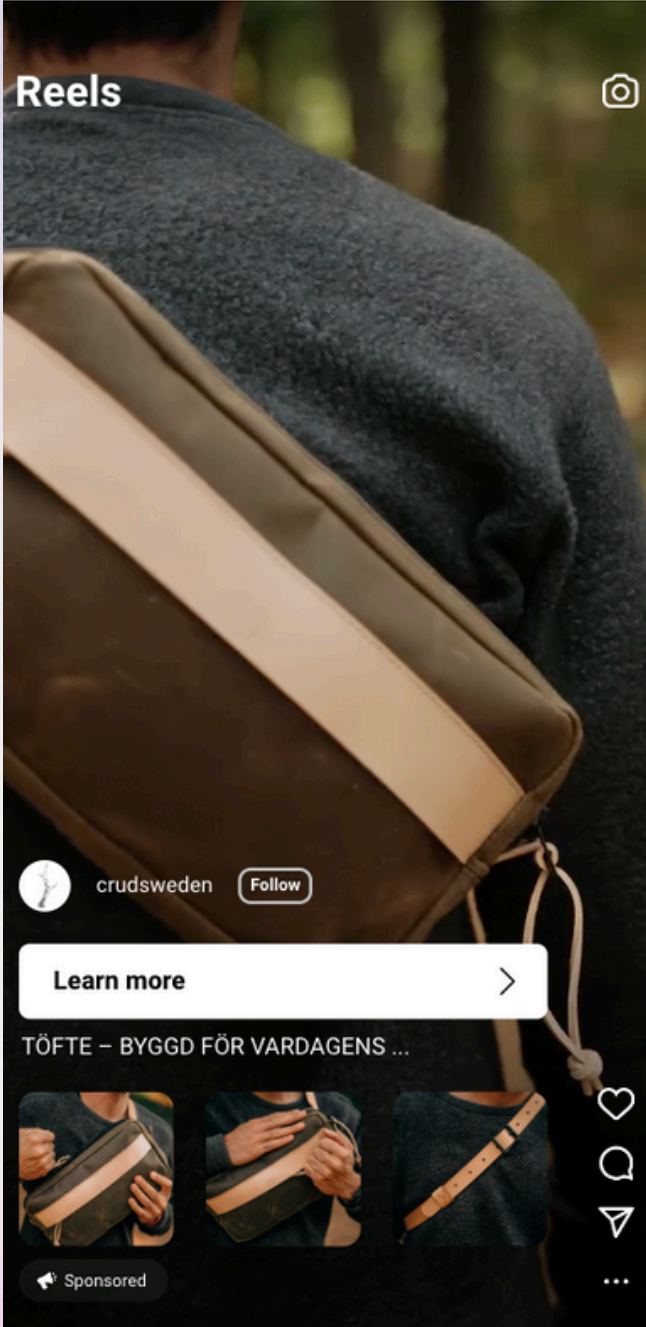
KEY STRATEGIES IMPLEMENTED



- **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.
- **Focus Ad communication** on unique selling points, highlighting product quality and competitive advantage features to build brand positioning

ADS

Reels



crudsweden **Follow**

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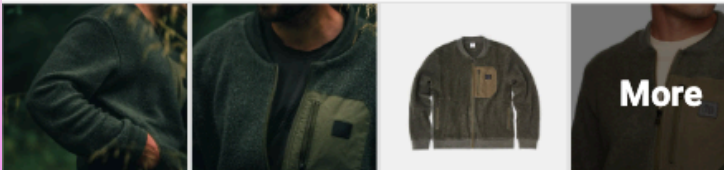


Crudsweden
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Det givna valet när temperaturen sjunker
Upptäck Crud Bomberjacka – småskalig ·
Svensk produktion när den är som [...See more](#)



Merino Bomber



More

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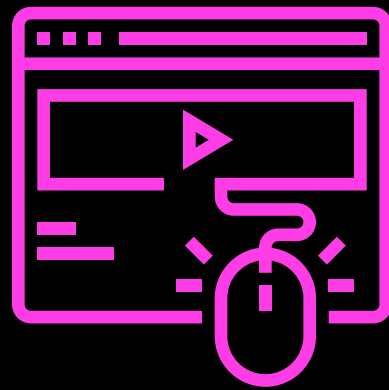
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CAMPAIGN KPI'S

3 months of cooperation



CTR

↗ **23.87%**

3.10% ↗ **3.84%**

Click Through Rate



CPP

↘ **61.77%**

SEK 444.75 ↘ **SEK 170.02**

Cost Per Purchase



ROAS

↗ **123.43 %**

3.97 ↗ **8.87**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +123.43 % IN 7 MONTHS

- ✦ We were able to break the record of sales and return on Ad spend, making it more effective to convert a click into sales by conversion rate optimisation.
- ✦ The brand awareness has grown, reflected in organic sales and organic followers, building a community of loyal clients and expanding our existing potential future clients due to social proof.

REACH OUT TO US FOR ANY QUESTIONS.



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