

D2C CASE STUDY GOOGLE

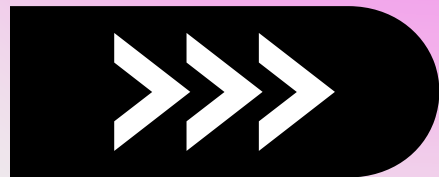
CARLHEIM



 AdomatIQ
SoMe MARKETING

ABOUT CLIENT

CARLHEIM



Carlheim is a lifestyle brand founded in 2017 with a simple yet **ambitious goal**: to create high-quality products at fair prices that make a lasting impression. What began as a vision between two siblings has grown into a collection of clothing, bags, handbags, watches, and accessories that blend classic elegance with contemporary design.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Strong brand identity rooted in craftsmanship and sustainability• Premium, durable materials (bags, clothing, accessories, etc)• Niche positioning in the high-quality, heritage lifestyle market• Loyal customer base valuing authenticity and long-term products• Strong Product Feed	<ul style="list-style-type: none">• High cost per acquisition• Low profit margins & ROAS• Low client retention no community strategy• Strong Competitors• Low Brand Awareness	<ul style="list-style-type: none">• Retargeting strategies• Conversion funnel setup• Focus on audience, quality and competitive advantages on Ads• Focus on high-intent products (like bags) and scale accordingly.	<ul style="list-style-type: none">• High CPM in this market• Ad testing phase costs• Price wars, Economic Downturn and low seasons

KEY STRATEGIES IMPLEMENTED



→ **Market & demand identification:**

Identify high-potential markets using website data, Google Search insights, and demand trends to prioritize scalable expansion opportunities.

→ **Conversion data infrastructure:**

Build a structured full-funnel tracking system to improve data accuracy, strengthen optimization signals, and enable better algorithm learning.

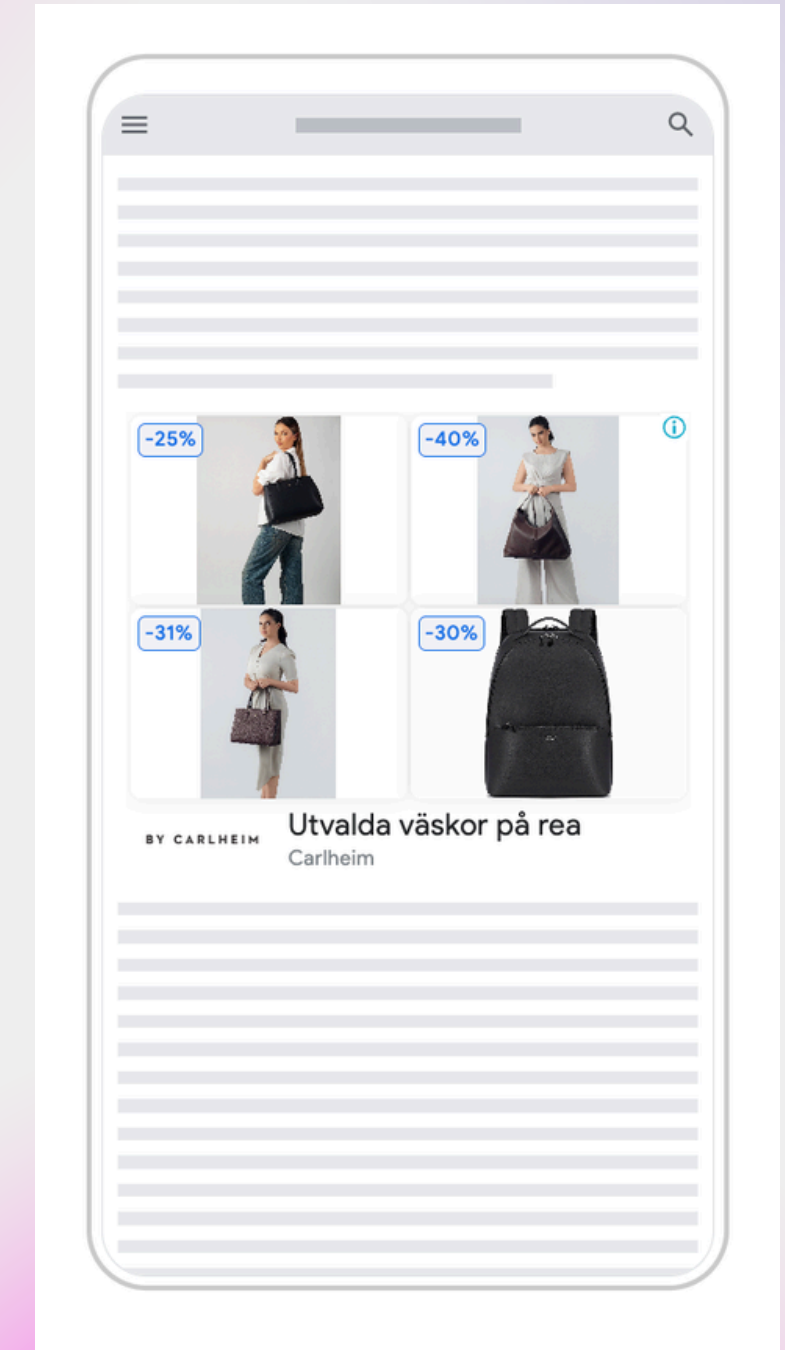
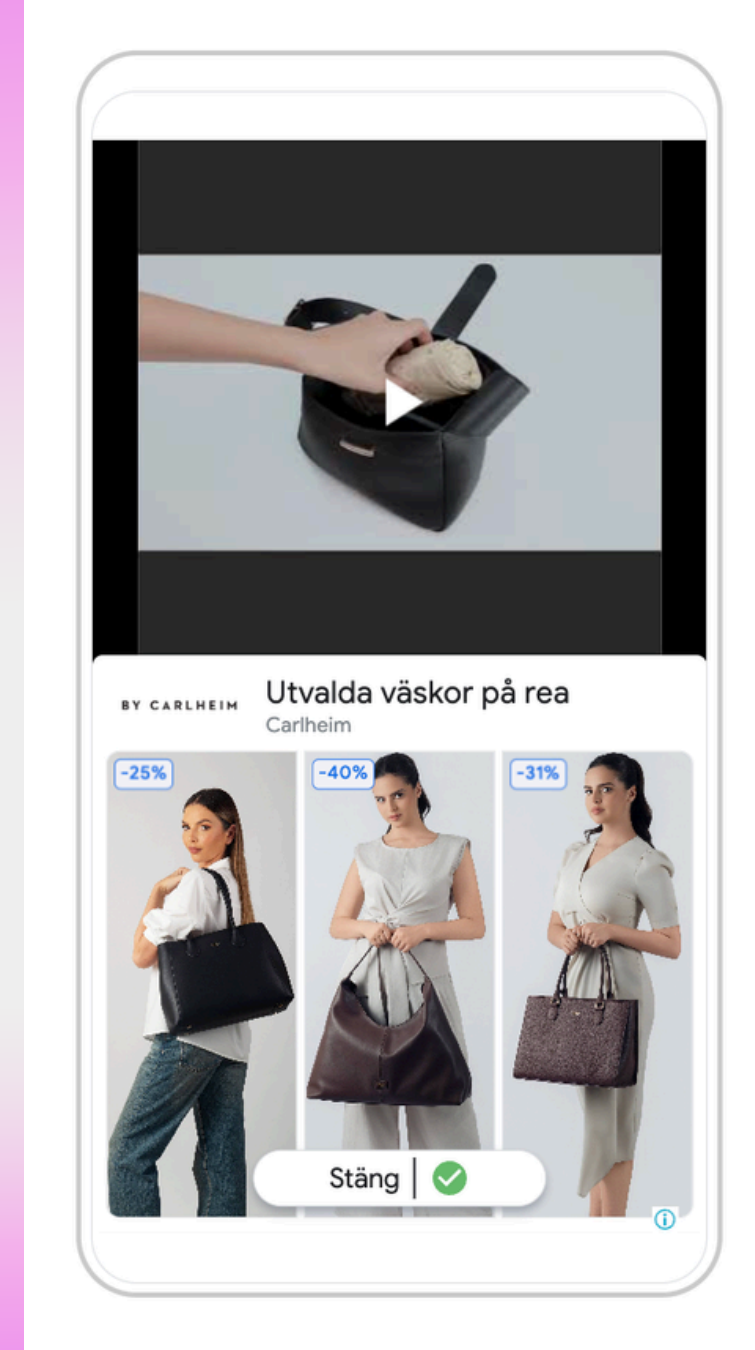
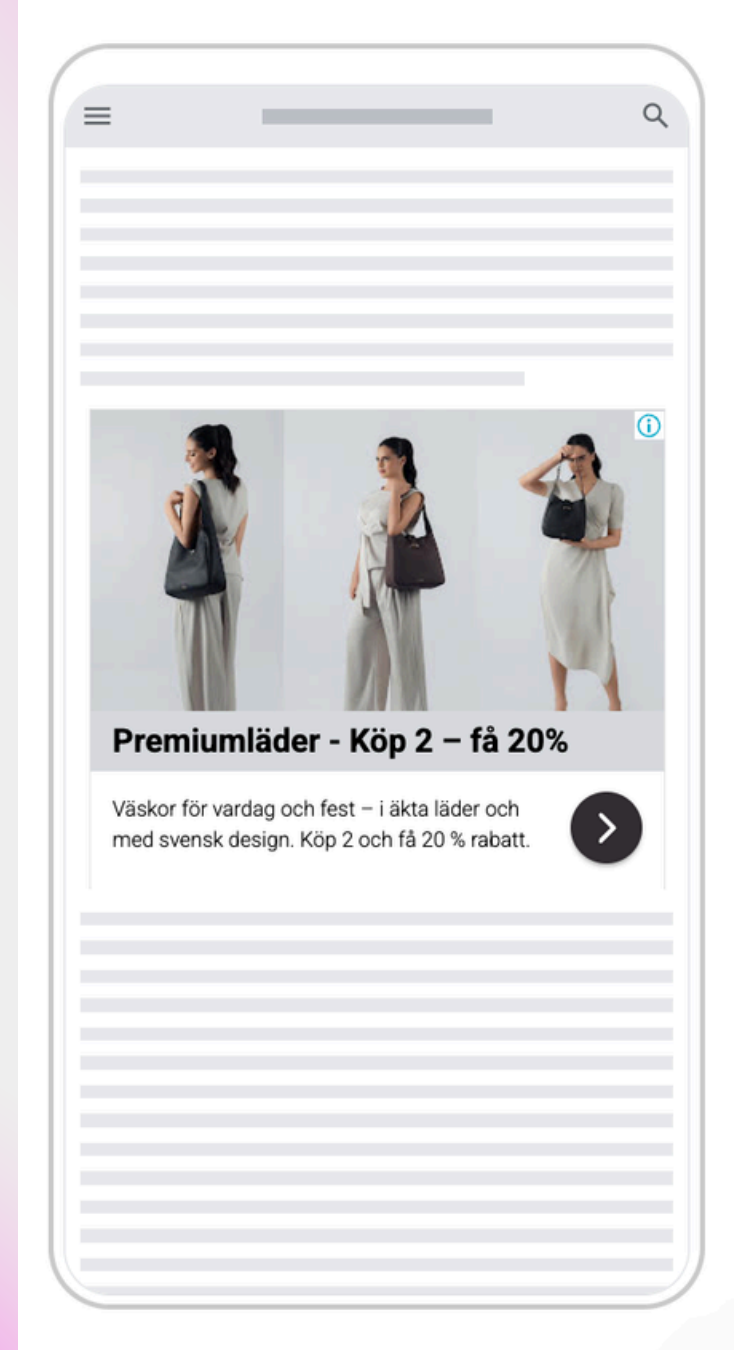
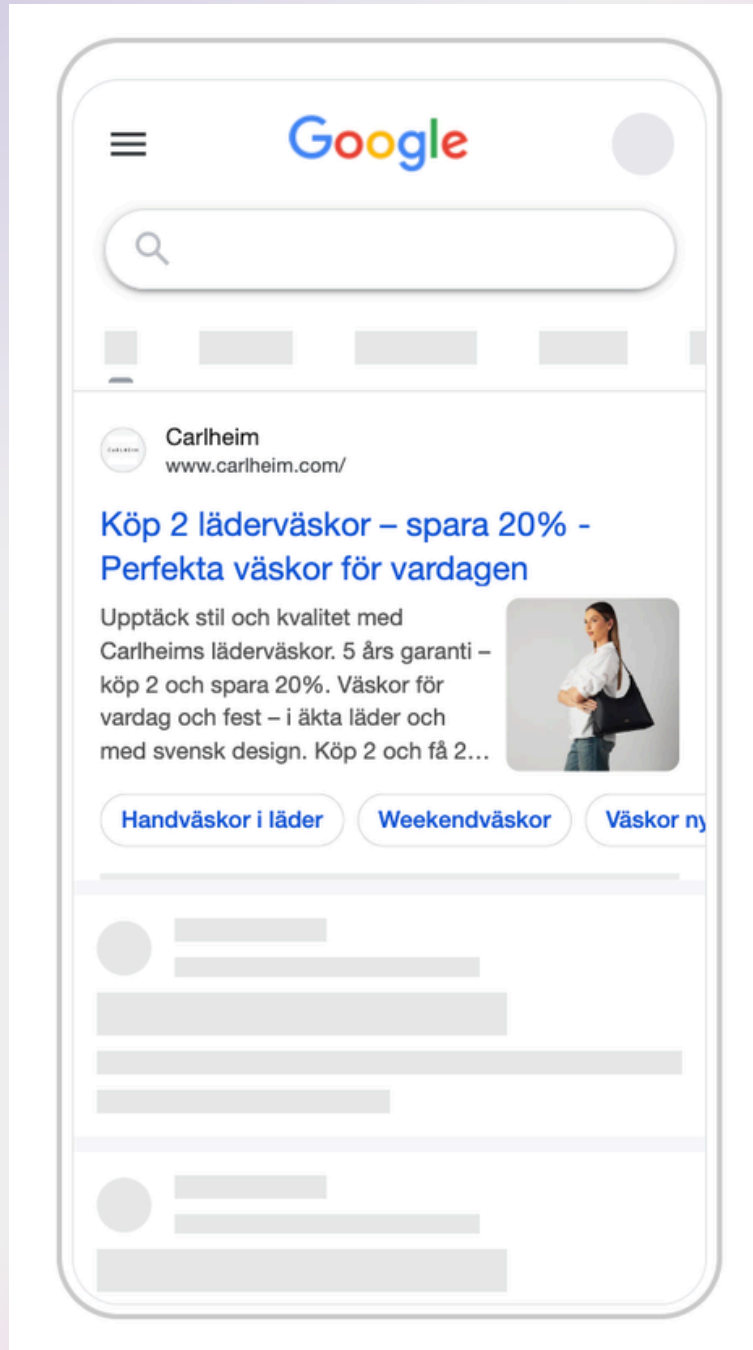
→ **Performance Max & full-funnel activation:**

Activate Performance Max alongside search-driven traffic to capture demand, generate conversion data, and optimize across the entire purchase journey.

→ **Product-led scaling approach:**

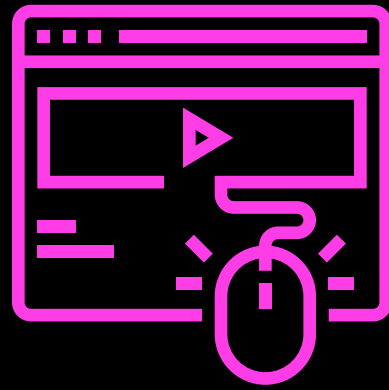
Prioritize high-margin and top-performing product categories to improve efficiency, maximize ROAS, and scale what is already converting successfully

ADS



CAMPAIGN KPI'S

5 months of cooperation



CPC

↘ **16.10 %**

SEK 7,44 ↘ SEK 6,24

Cost Per Click



CPP

↘ **51.59 %**

SEK 864,19 ↘ **SEK 418,30**

Cost Per Purchase



ROAS

↗ **218.36 %**

0.98 ↗ **3.12**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +218.36 % IN 5 MONTHS

- ✦ Despite a competitive and lower-demand period, we significantly improved Google Ads performance by building a strong data foundation and scaling high-intent campaigns, resulting in a +218% increase in ROAS.
- ✦ By leveraging Performance Max and search-driven demand, we were able to capture high-quality traffic, improve conversion efficiency, and turn Google into a consistent and scalable revenue channel.

REACH OUT TO US FOR ANY QUESTIONS.



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