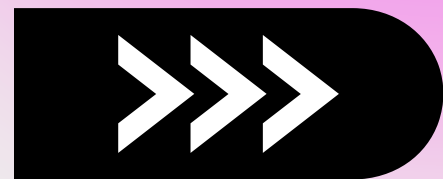


D2C CASE STUDY GOOGLE



ABOUT CLIENT



Fix My Phone is one of Sweden's leading independent mobile service providers, offering repair, resale, and trade-in services for smartphones. With over 30 stores across the country and a strong online presence, the brand enables customers to repair, sell, and buy devices both online and in-store. From fast, same-day repairs to certified refurbished phone sales, Fix My Phone delivers reliable, affordable, and convenient solutions for popular devices such as iPhone and Samsung.



ÖVER 700.000 KUNDER LEVERANSTID 1-3 DAGAR DHL/POSTNORD BETALA MED swish QLIRO Klarna. VISA

Fix MY Phone Sök... Kundtjänst Logga in / Registrera dig

LAGA SÄLJ KÖP TILLBEHÖR RESERVDELAR BUTIKER

Köp begagnad iPhone i Toppskick

12 mån. garanti
Snabb leverans

LAGA MOBILEN KÖP EN MOBIL SÄLJ MOBILEN

Upp till **40%** billigare

Hej, Chatta nu

Begagnade mobiler i lager

Finns i lager	Finns i lager	Finns i lager REA!	Finns i lager REA!	Finns i lager REA!	Finns i lager REA!
Samsung Galaxy S23 Begagnad fr. 3,049kr	Samsung Galaxy S25 Begagnad fr. 5,349kr	iPhone 15 Pro Max Begagnad fr. 6,949kr	iPhone 15 Pro Begagnad fr. 5,699kr	iPhone 15 Begagnad fr. 4,799kr	iPhone 14 Pro Max Begagnad fr. 5,349kr 5,249kr

Laga mobilen enkelt & snabbt Express 30 min

Hej, Chatta nu

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Distinctive and Important Service and Brand Identity• Wide Range of Services• User-Friendly, Easy-to-Navigate Website• Well-known brand• Loyal customer base valuing authenticity and long-term products• Strong Product Feed• Strong product & service offering across key brands (iPhone, Samsung)	<ul style="list-style-type: none">• Lower margins on refurbished devices• High dependency on price competitiveness• Complex business model (repair + retail + trade-in)• Conversion tracking & data still developing (new setups)• Limited differentiation vs competitors in paid ads	<ul style="list-style-type: none">• Scale high-intent categories (iPhone models, refurbished devices)• Expand Google Shopping & Performance Max for sales growth• Retargeting & full funnel strategy (ATC → Purchase)• Emphasize key USPs in ads (fast delivery, Sweden-based, warranty)• Increase online sales share vs offline• Leverage competitor campaigns (price + service advantage)	<ul style="list-style-type: none">• Highly competitive and price-driven market• Strong local & international competitors• Rising CPCs and acquisition costs• Economic conditions affecting consumer spending• Seasonality impacting demand (e.g. post-peak drops)• Price comparison behavior of users

KEY STRATEGIES IMPLEMENTED



→ **Account restructuring & traffic refinement:**

Rebuilt existing Google Ads structure which was previously traffic-focused, improving campaign segmentation and aligning it with performance-driven goals.

→ **Conversion tracking implementation :**

Established a full-funnel tracking setup to enable accurate data collection and support algorithm learning.

Leveraged GA4 data to identify high-performing products, user behavior, and demand trends, enabling smarter campaign decisions and prioritization.

→ **Shopping & sales activation (iPhone focus):**

Launched Google Shopping campaigns (Standard + Performance Max) focused on high-demand iPhone models to shift towards online sales generation.

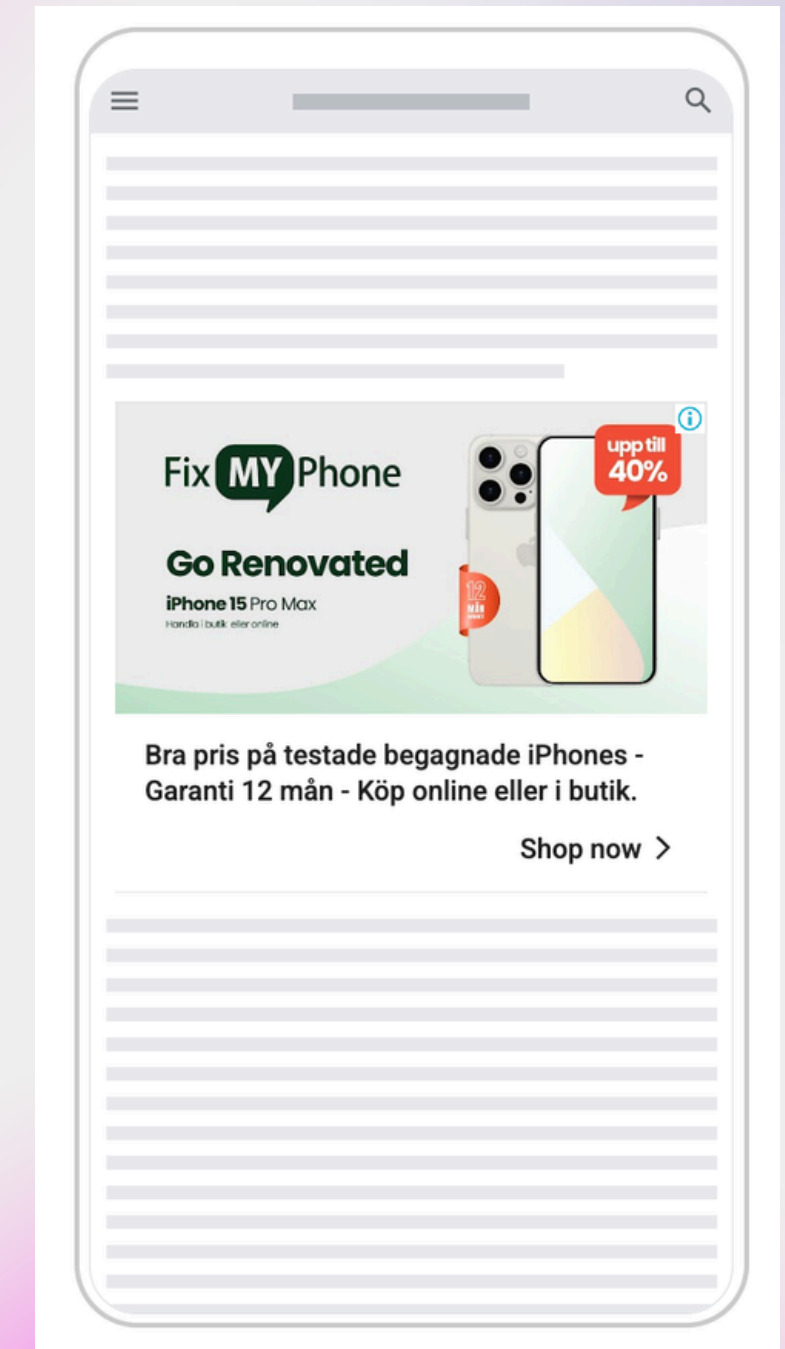
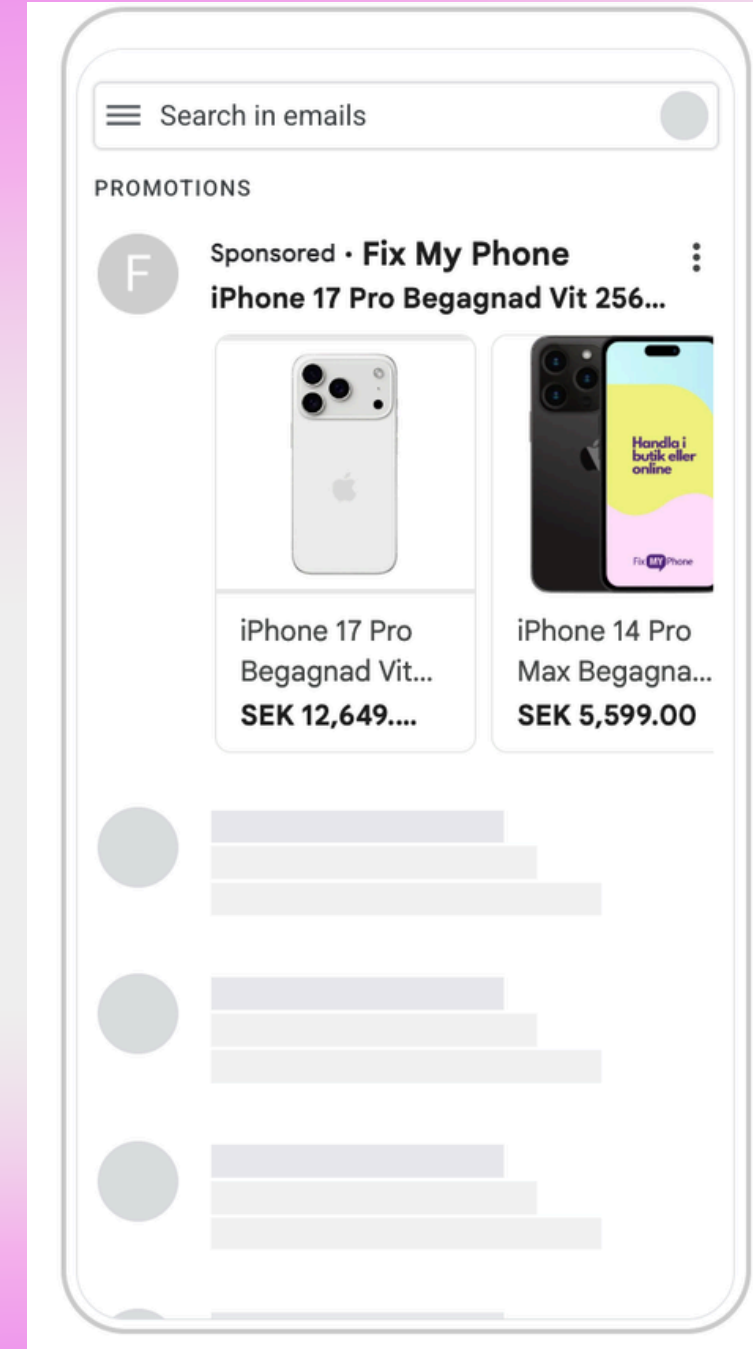
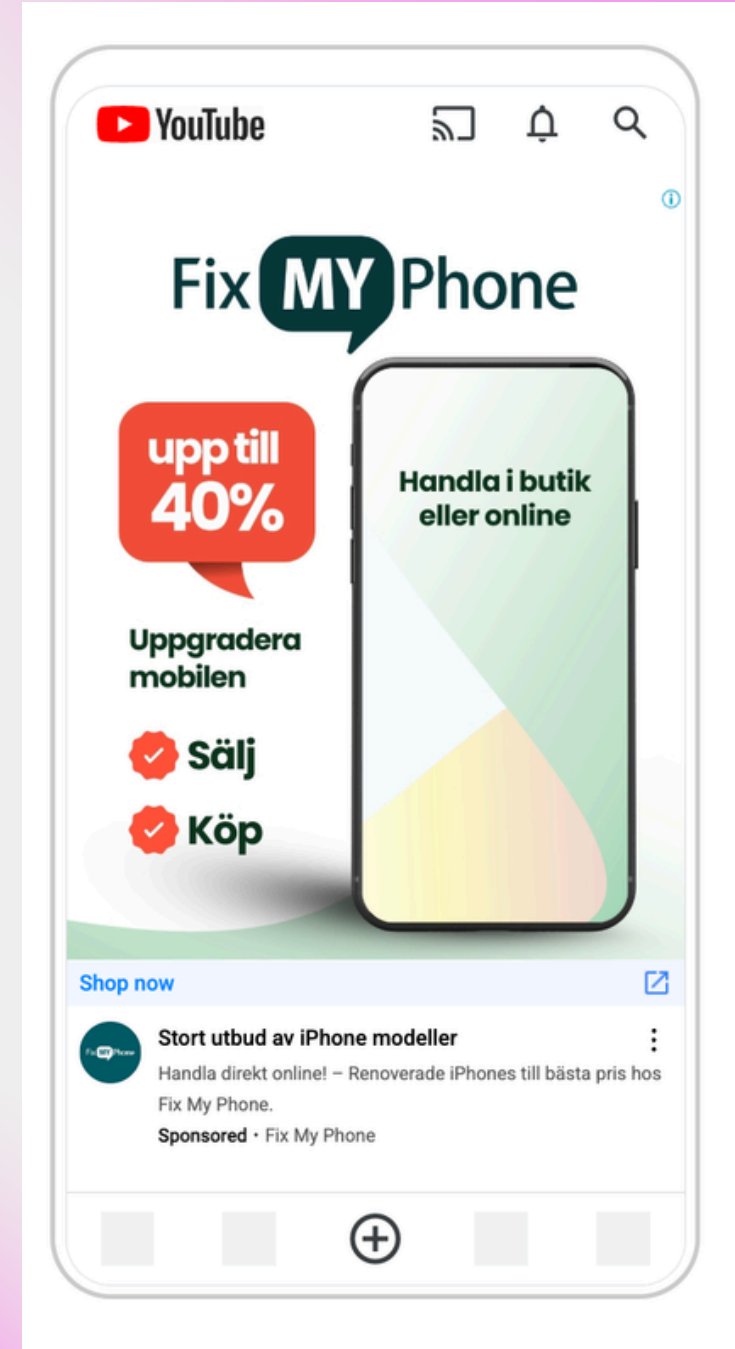
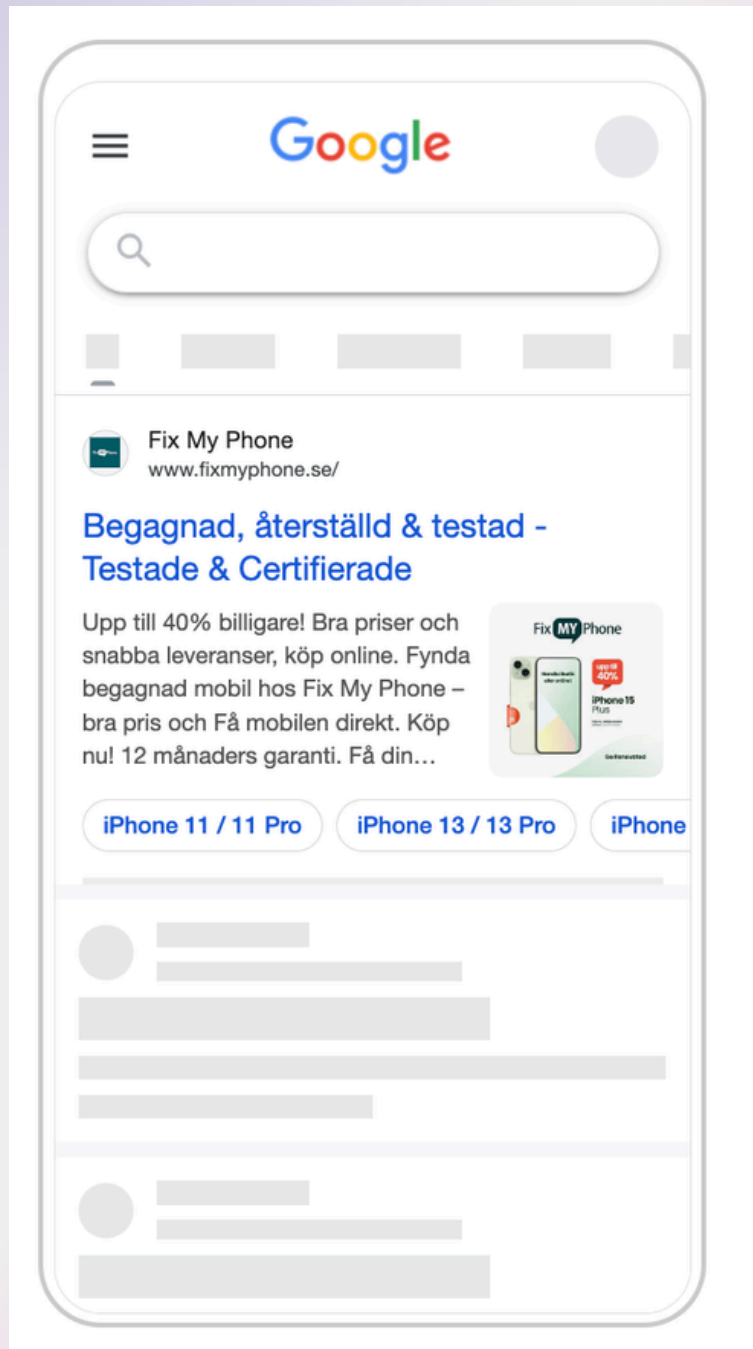
→ **Full-funnel strategy transition:**

Moved from pure traffic acquisition to a conversion-oriented approach by combining Search and Shopping campaigns to capture both demand and intent.

→ **Audience & data-driven optimization foundation:**

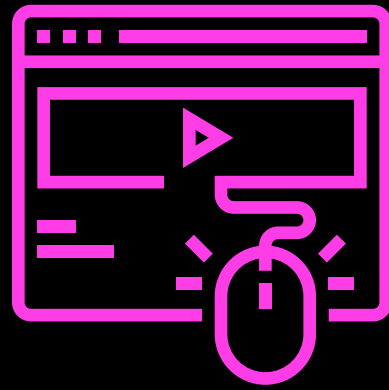
Leveraged initial data collection phase to build stronger audience signals, enabling future optimization towards purchase and ROAS.

ADS



CAMPAIGN KPI'S

6 months of cooperation



CPC

↘ **39 %**

SEK 14 ↘ SEK 8

Cost Per Click



PURCHASES

↘ **7300 %**

1 ↗ **74**

Purchases



ROAS

↗ **41200 %**

0.01 ↗ **4.13**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +41200 % IN 6 MONTHS

- ✦ Despite starting from scratch with a newly structured Google Ads account, we successfully built a strong data foundation by shifting from a traffic-only setup to a conversion-driven strategy.
- ✦ By implementing full-funnel tracking and launching Shopping and Performance Max campaigns, we began generating qualified traffic and early-stage purchase data within a short period.

REACH OUT TO US FOR ANY QUESTIONS.



EMAIL

info@adomatiq.io



WEBSITE

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



AdomatIQ

SoMe MARKETING