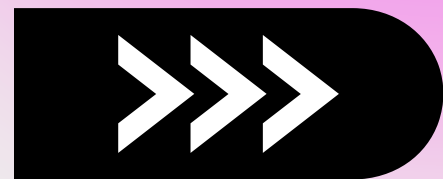


# D2C CASE STUDY GOOGLE



# ABOUT CLIENT



Happy Phone is a Swedish brand founded in 2022, specializing in certified refurbished smartphones, including iPhone and Samsung devices. The brand enables customers to buy and sell phones online, offering carefully tested devices with warranty, competitive pricing, and fast delivery. With a strong focus on sustainability and circular consumption, Happy Phone extends the lifecycle of mobile devices while providing reliable and cost-effective alternatives to new technology.



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

Happy phone POWERED BY Fix MY Phone Sök...

BUTIKER KÖP EN MOBIL SÄLJ DIN MOBILEN MINA SIDOR

## Sälj eller köp en ny begagnad mobil!

Börja handla smart idag!

**KÖP EN MOBIL** **SÄLJ DIN MOBIL**

**Upp till 40% billigare**

Sara Bolay tv-personlighet

### Vad våra kunder säger

Varje dag hjälper vi kunder att köpa renoverade enheter, sälja sin gamla mobil eller byta upp sig med mellanskillnad. Här är några av deras omdömen.

**Jasmin Kahlili** ★★★★★ 1 år sedan  
Tog bara några minuter. Tjejen bakom disken var tydlig och trevlig. Kul med tekniska tjejer, heja!!!

**Rebecca Holmström** ★★★★★ för 9 månader sedan  
Sälja mobilen har aldrig varit enklare. Jag bara visade upp den, fick ett pris och sen var det klart direkt, dock lite svårt att hitta dit.

**Liam Jamali** ★★★★★ för 6 månader sedan  
Gick bara in och bytte upp mig direkt. Slapp hela Facebook cirkusen där folk ska pruta sönder, fan så mycket enklare här.

Search...

Kategorier

- iPhone 37
- iPad 21
- Samsung 22

Prisklass

4 21149

Kapacitet

- 64 GB 24
- 128 GB 47
- 256 GB 66
- 16 GB 2
- 32 GB 8
- 512 GB 41
- 1 TB 15
- 32GB 1
- 2 TB 1

Edit Filter Set

Finns i lager **REAL**

**iPhone 17 Pro Max Begagnad**

1 TB 2 TB 256 GB 512 GB

fr. **13 949kr**

Finns i lager **REAL**

**iPhone 17 Pro Begagnad**

1 TB 256 GB 512 GB

fr. **12 649kr**

Finns i lager **REAL**

**iPhone Air Begagnad**

1 TB 256 GB 512 GB

fr. **8 649kr**

Finns i lager **REAL**

**iPhone 17 Begagnad**

256 GB 512 GB

fr. **9 349kr**

**Happy phone** **Upp till 40% billigare**

Finns i lager **REAL**

**iPhone 15 Plus Begagnad**

128 GB 256 GB 512 GB

fr. **5 199kr**

Finns i lager **REAL**

**iPhone 15 Begagnad**

128 GB 256 GB 512 GB

fr. **4 799kr**

# SWOT ANALYSIS

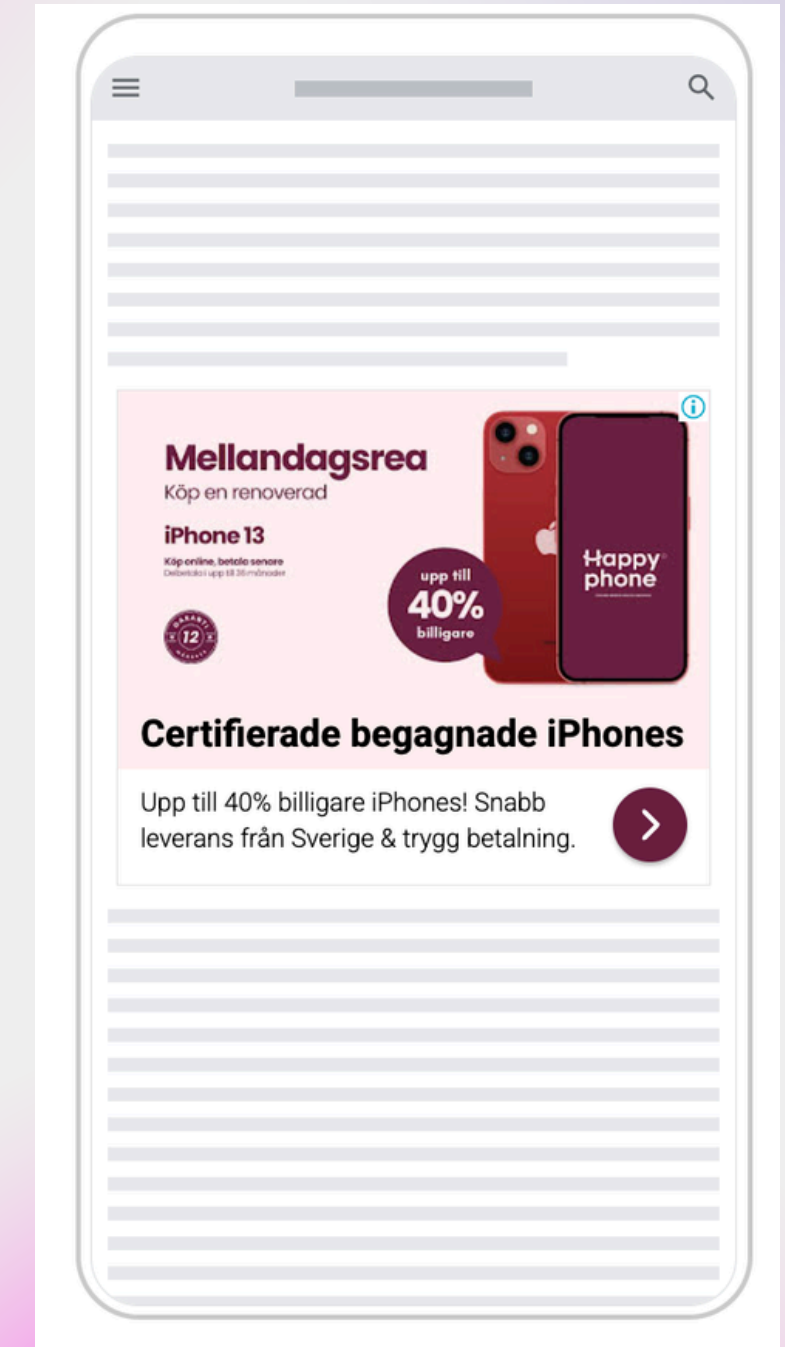
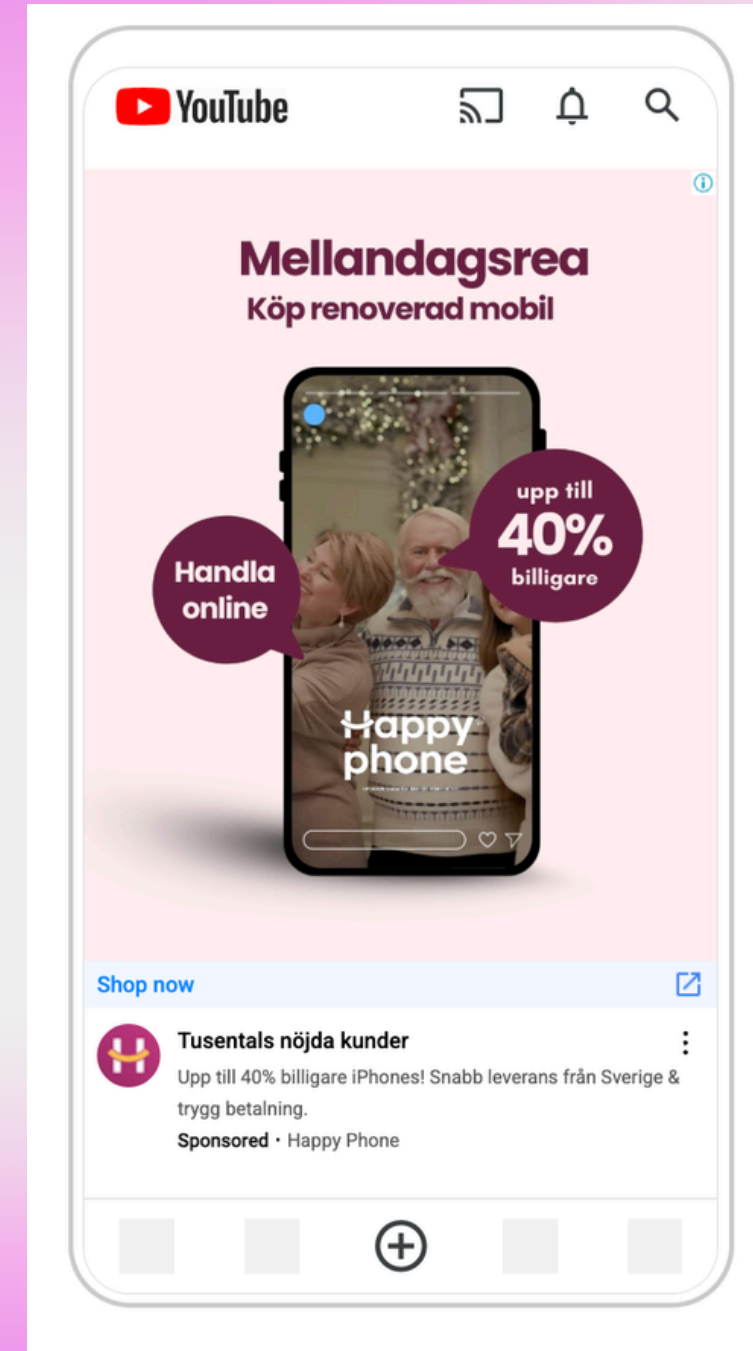
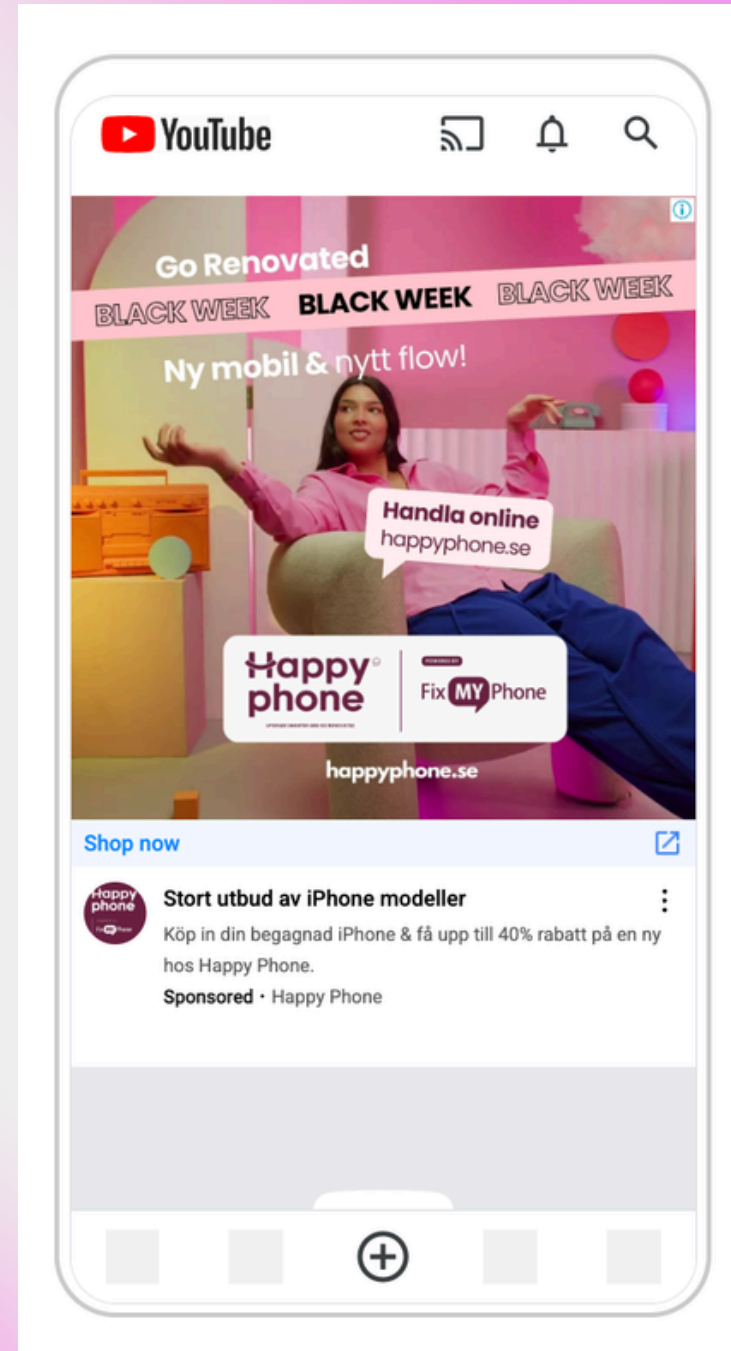
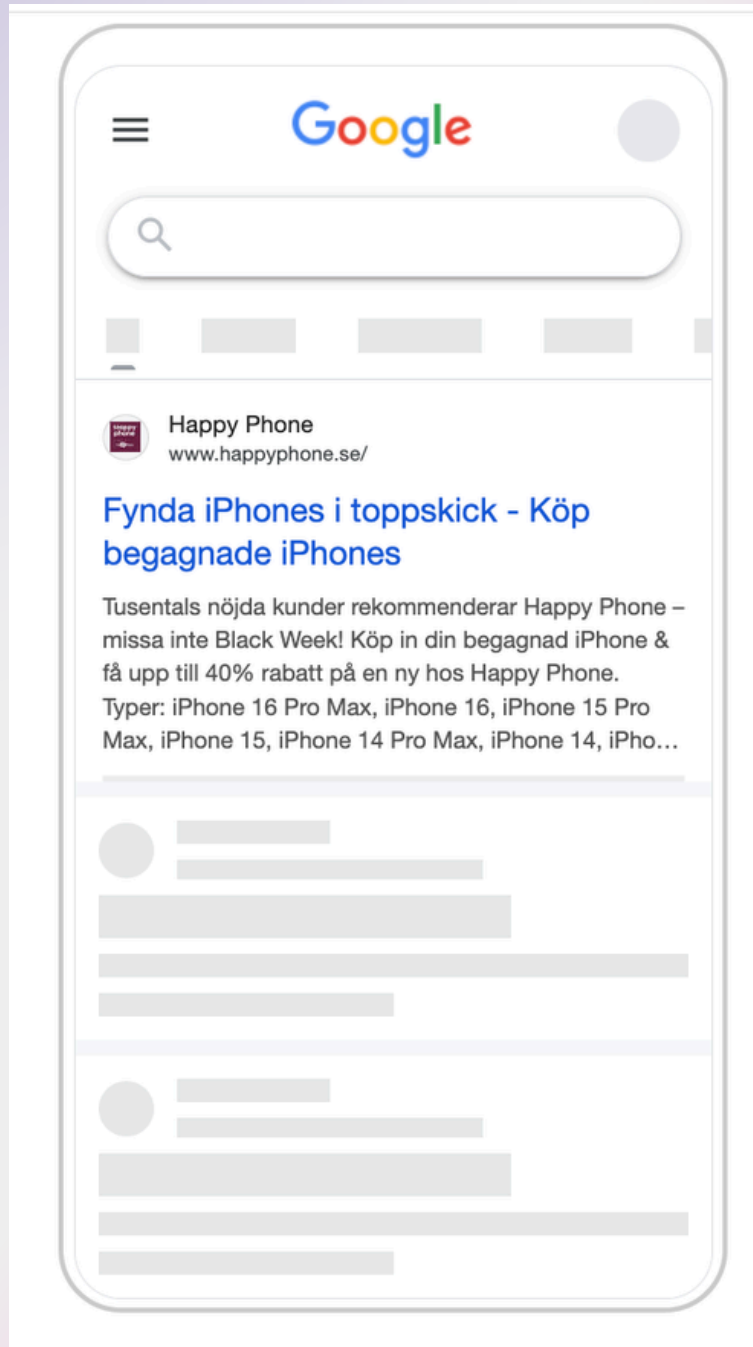
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Strong focus on refurbished smartphones (iPhone &amp; Samsung)</li><li>• Competitive pricing vs new devices</li><li>• Full online model: buy &amp; sell phones easily online</li><li>• Certified devices with 12-month warranty</li><li>• Sustainability-driven brand (circular economy positioning)</li><li>• Backed by Fix My Phone expertise &amp; supply network</li></ul>	<ul style="list-style-type: none"><li>• No physical store presence (online-only trust barrier)</li><li>• Lower brand awareness compared to established competitors</li><li>• Refurbished market = price-sensitive customers</li><li>• Limited differentiation in crowded resale market</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• Scale high-demand models</li><li>• Expand Google Shopping &amp; Performance Max for revenue growth</li><li>• Leverage sustainability messaging in ads</li><li>• Retargeting &amp; full-funnel optimization (ATC → Purchase)</li><li>• Increase repeat purchases &amp; trade-in cycle</li><li>• Capture competitor traffic with price-focused messaging</li></ul>	<ul style="list-style-type: none"><li>• Highly competitive and price-driven market</li><li>• Strong local &amp; international competitors</li><li>• Rising CPCs and acquisition costs</li><li>• Economic conditions affecting consumer spending</li><li>• Seasonality impacting demand (e.g. post-peak drops)</li><li>• Price comparison behavior of users</li></ul>

# KEY STRATEGIES IMPLEMENTED



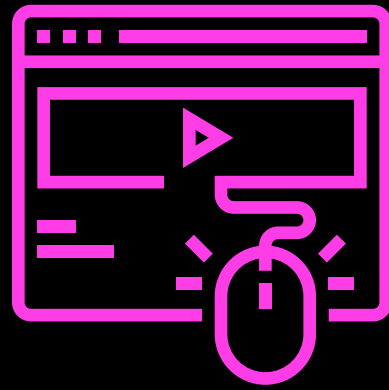
- **Accelerated account launch & learning:** Launched Google Ads for the first time and leveraged existing data signals from Fix My Phone to speed up the learning phase and improve early performance.
- **Traffic-driven data foundation:** Focused on high-intent Search campaigns to drive qualified traffic and build a strong data base for future optimization.
- **Shopping integration for scalable growth:** Introduced Shopping campaigns to increase product visibility and support the transition towards revenue-driven performance.
- **Full-funnel optimization approach:** Gradually shifted from traffic and engagement signals to purchase-focused optimization as data accumulated.

# ADS



# CAMPAIGN KPI'S

1 month of cooperation



**CPP**

↘ **12 %**

SEK 1,644 ↘ SEK 1,400

Cost Per Purchase



**PURCHASES**

↗ **33 %**

13 ↗ 17

Purchases



**ROAS**

↗ **33 %**

4.59 ↗ **6.10**

Return on Ad Spend

# BUSINESS GROWTH

**ROAS INCREASED +33 % IN 1 MONTH**

- ✦ Within the first full month of optimization, we successfully transitioned from data collection to conversion-driven performance, generating consistent purchase volume.
- ✦ By combining Search and Shopping campaigns, we improved efficiency, reduced cost per purchase, and increased both conversions and ROAS, building a strong foundation for scalable growth.

# REACH OUT TO US FOR ANY QUESTIONS.



## **EMAIL**

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## **WEBSITE**

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