

D2C CASE STUDY META

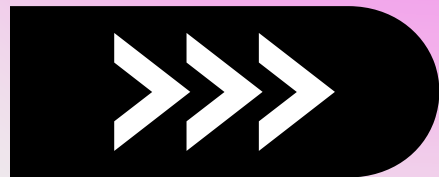
CARLHEIM



 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.

CARLHEIM

FREE shipping on all orders over 40\$

BY CARLHEIM Men's Women's Outlet! CARLHEIM

USD \$ Q P 2



ALL YOUR OCCASIONS

Shop Men's Shop Women's

FREE shipping on all orders over 40\$

BY CARLHEIM Men's Women's Outlet! CARLHEIM

USD \$ Q P 2

Home > Collections > Bags > women

Bags

Filter

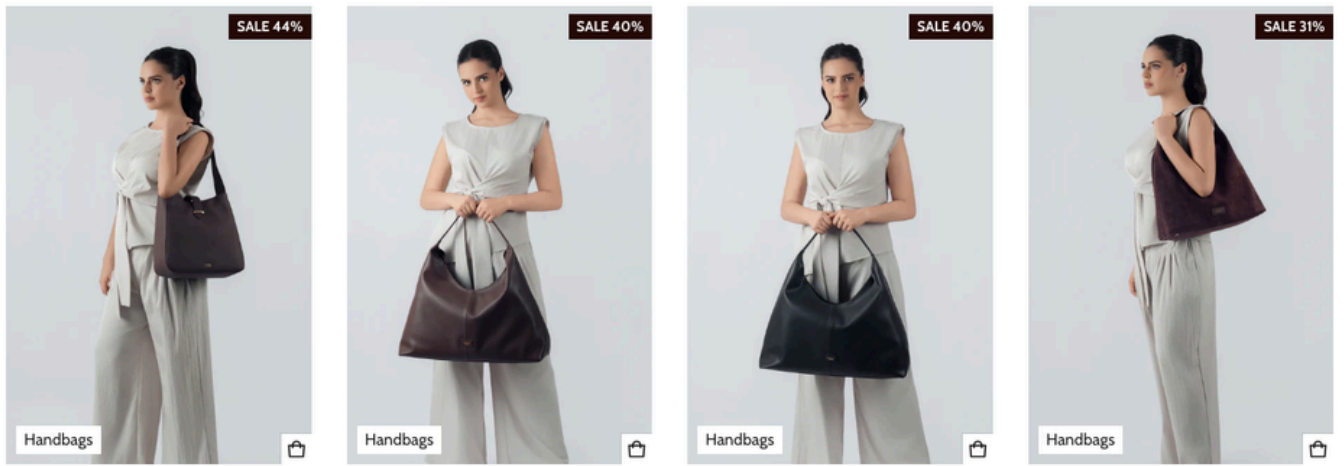
Availability +

Product type +

Color +

Price +

96 products Date, new to old



- Handbags
- Handbags
- Handbags
- Handbags

- Ellie Genuine Leather Handbag (Brown) \$129.00 ~~\$229.00~~
- Madeline Genuine Leather Handbag (Brown) \$179.00 ~~\$299.00~~
- Madeline Genuine Leather Handbag (Black) \$179.00 ~~\$299.00~~
- Eliana Suede Handbag (Brown) \$159.00 ~~\$229.00~~

Chat

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	<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• 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• Tracking and Meta attribution inaccuracy• Price wars, Economic Downturn and low seasons

KEY STRATEGIES IMPLEMENTED



- **Sales funnel approach:** Guide all traffic through a structured customer journey to improve conversion rates, reduce CPMs, and maximize the value of collected data through strategic retargeting and dynamic ad campaigns.
- **Product focus strategy:** Prioritize the top-performing products with the strongest buying intent and highest ROAS to maximize efficiency, improve CPA, and scale what's already converting best.
- **Focus Ad communication** on unique selling points, highlighting product quality and competitive advantage features to build brand positioning

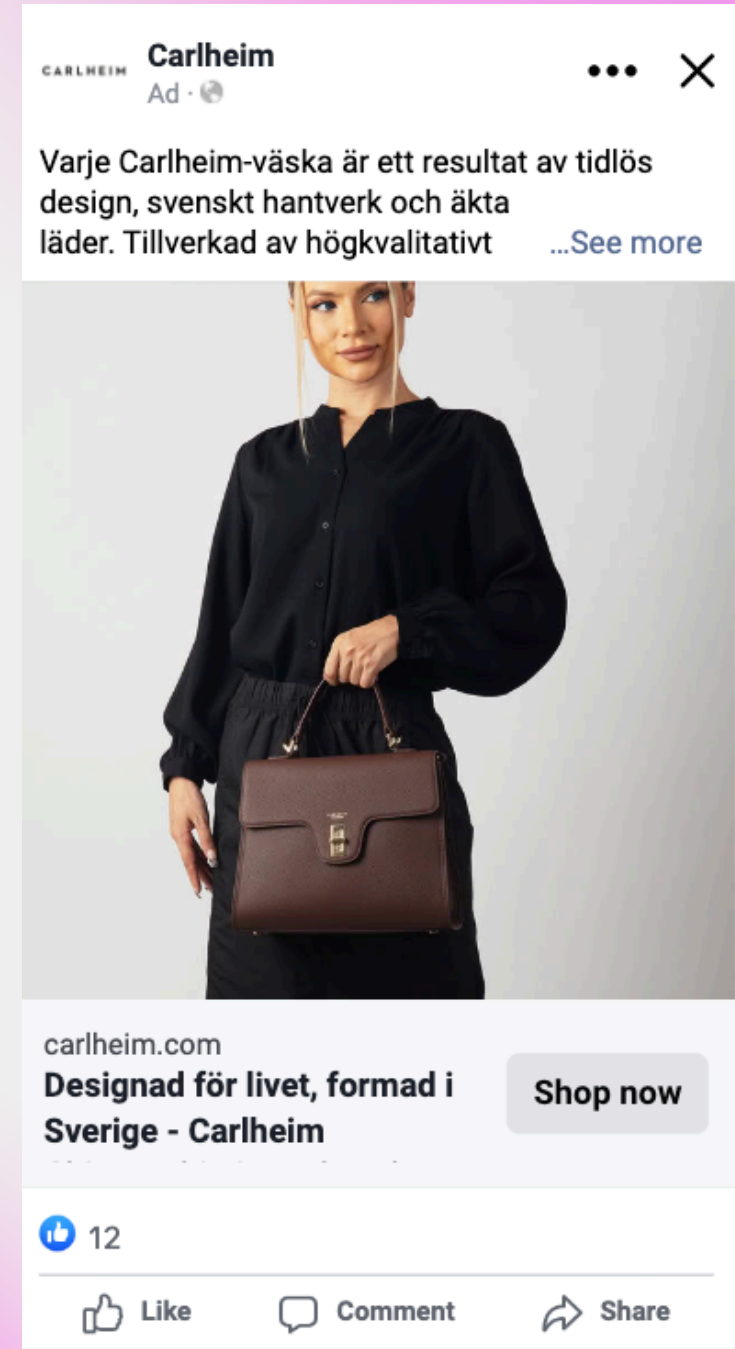
ADS




Carlheim
Ad · Play Full 0:39 >

Diese Tasche gehört inzwischen
einfach zu meinem Tag.

[Shop now](#)






Carlheim
Ad · 

Varje Carlheim-väska är ett resultat av tidlös design, svenskt hantverk och äkta läder. Tillverkad av högkvalitativt [...See more](#)

carlheim.com
Designad för livet, formad i Sverige - Carlheim

[Shop now](#)

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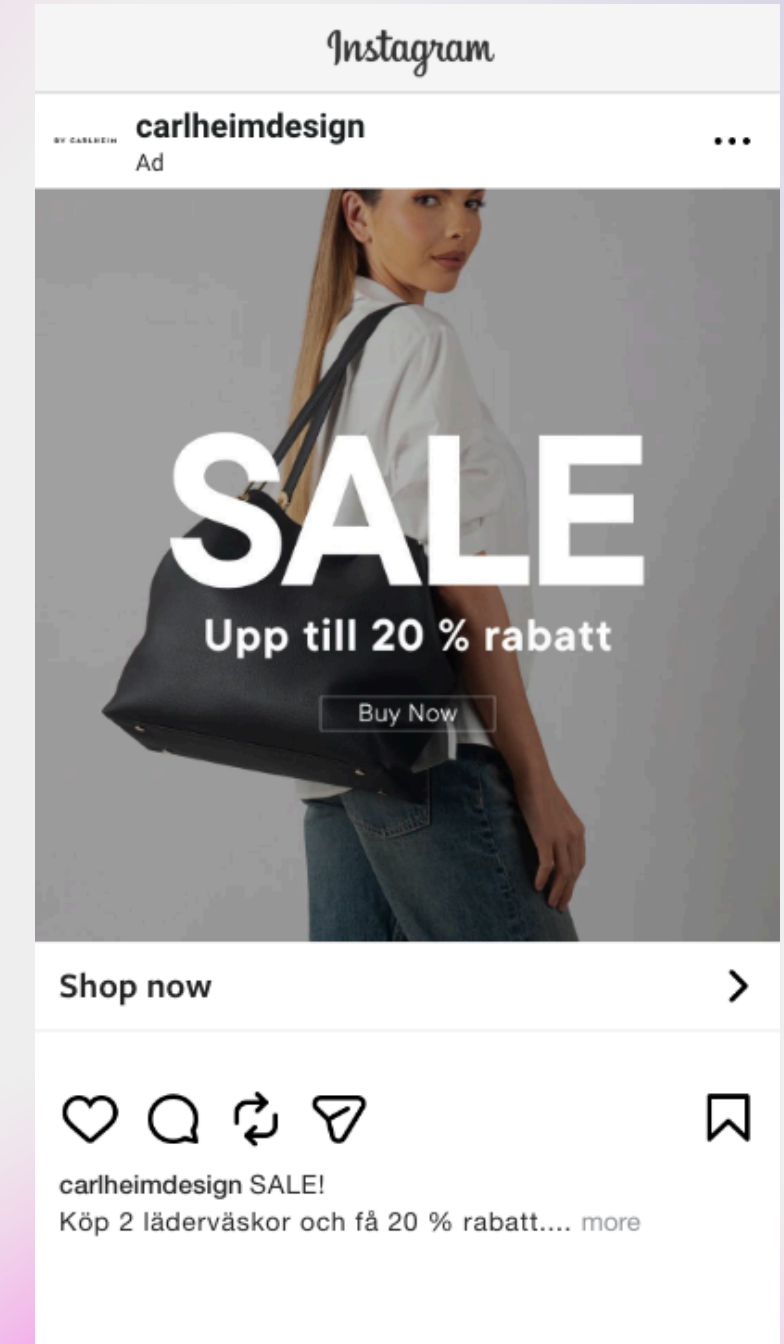
 Like  Comment  Share



Carlheim
Ad · Play Full 0:26 >

**CARLHEIM
COPENHAGEN**

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

Instagram

BY CARLHEIM **carlheimdesign**
Ad

SALE
Upp till 20 % rabatt

[Buy Now](#)

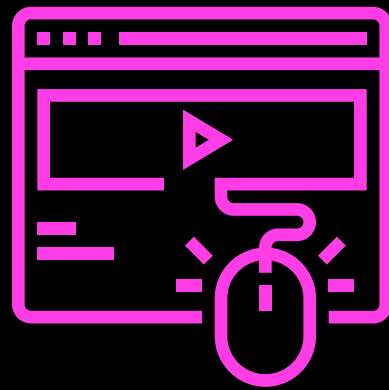
[Shop now](#) >

carlheimdesign SALE!
Köp 2 läderväskor och få 20 % rabatt.... more

CAMPAIGN KPI'S

3 months of cooperation



CTR

↗ **16.36%**

3.30% ↗ **3.84%**

Click Through Rate



CPP

↘ **70.40%**

SEK 1,666.19 ↘ **SEK 493.21**

Cost Per Purchase



ROAS

↗ **893.33%**

0.30 ↗ **2.98**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +893.33% IN 5 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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