

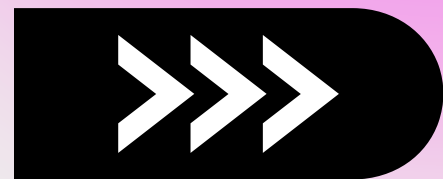
D2C CASE STUDY META



Fix **MY** Phone

 AdomatIQ
SoMe MARKETING

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.

Fix MY Phone

ÖVER 700.000 KUNDER LEVERANSTID 1-3 DAGAR DHL/POSTNORD BETALA MED swish KLIRÓ 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)• 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



- **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

Fix My Phone Ad ·

Begagnade iPhones, iPads i toppkvalitet ✨
Noggrant testade & redo att användas 📱 [...See more](#)

SUPER DEAL

Köp en renoverad
iPhone 12 Pro Max
Handla i butik eller online

upp till 40%

Köp nu, betala senare
Delbetala i upp till 36 månader.



fixmyphone.se
Spara Upp till 40%! [Shop now](#)

Instagram

fixmyphone.se Ad



Sara Bolay Tippear
Fix MY Phone

[Shop now](#)

Fix My Phone Ad · Not connected to Kai Blue ·

Begagnade iPhones, iPads i toppkvalitet ✨
Noggrant testade & redo att användas 📱 [...See more](#)



Fix MY Phone

SUPER DEAL

Köp renoverad mobil

Handla i butik eller online
fixmyphone.se

upp till 40%

fixmyphone.se
Spara Upp till 40%! [Shop now](#)

Fix My Phone Ad ·

Byt in din gamla iPhone, Uppgradera till en nyare, Spara. Upp till 40% på begagnade iPhones!

Byt in Uppgradera din mobil

GARANTI 12 MÅNADER



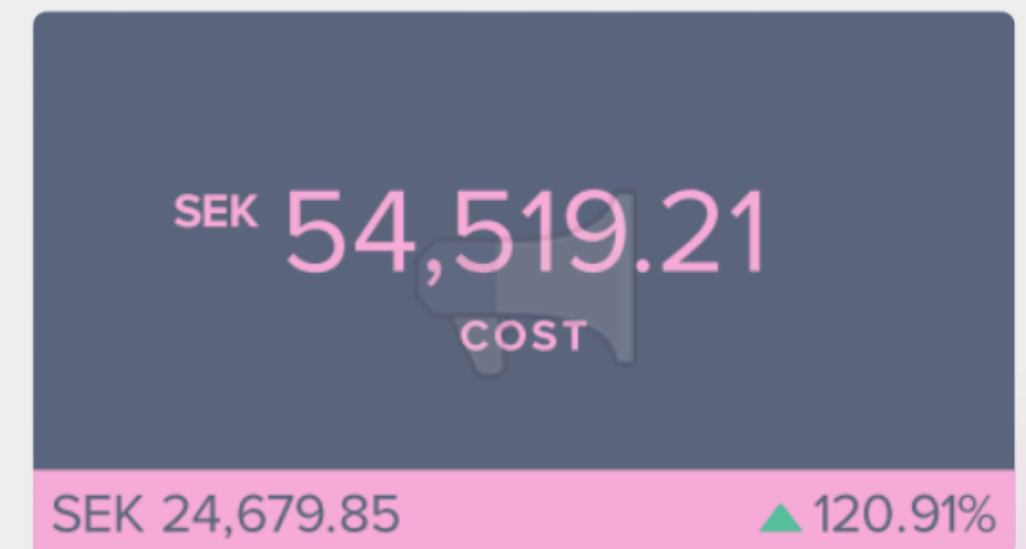
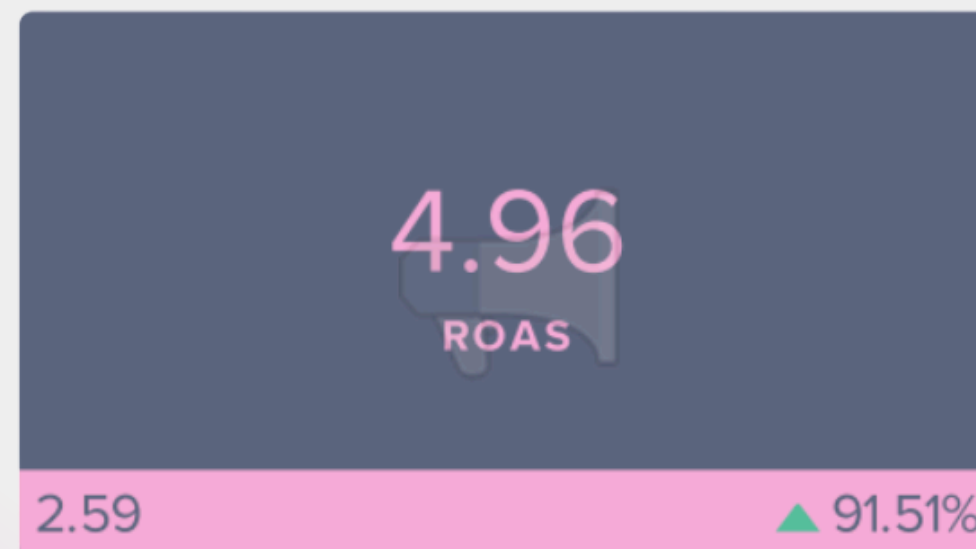
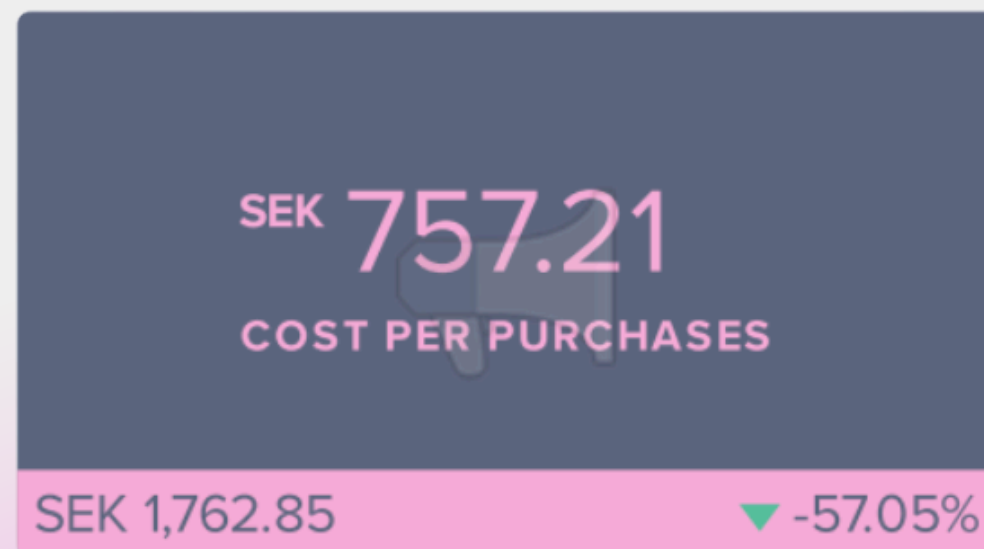
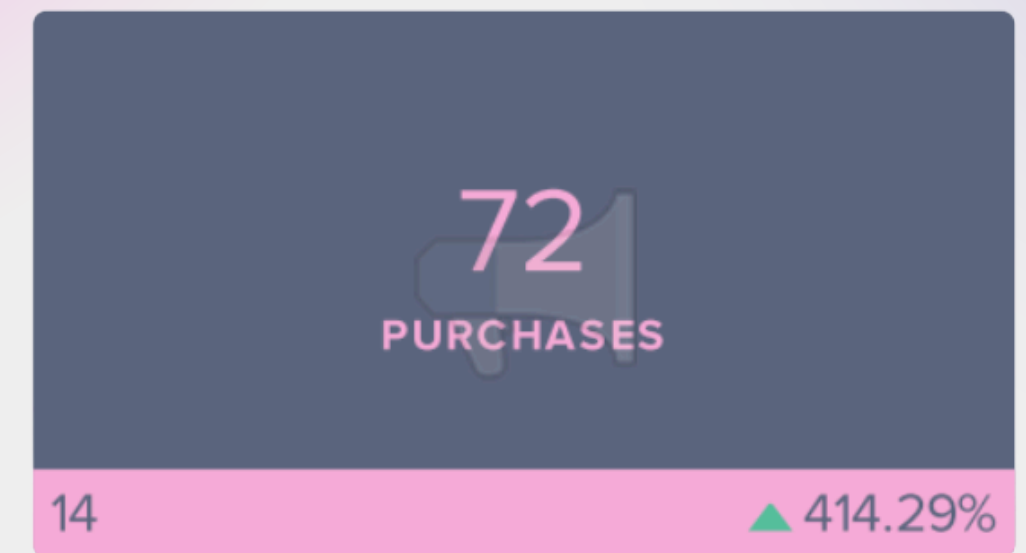
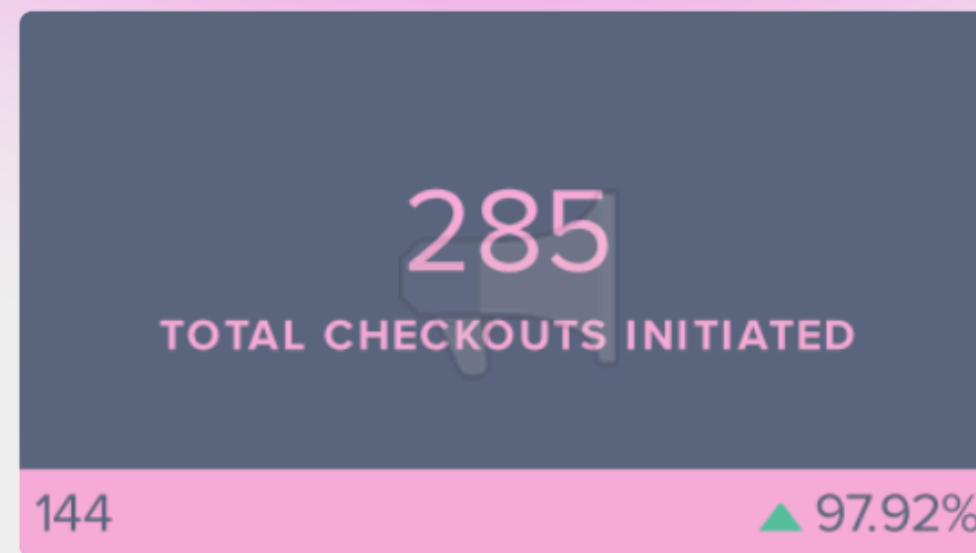
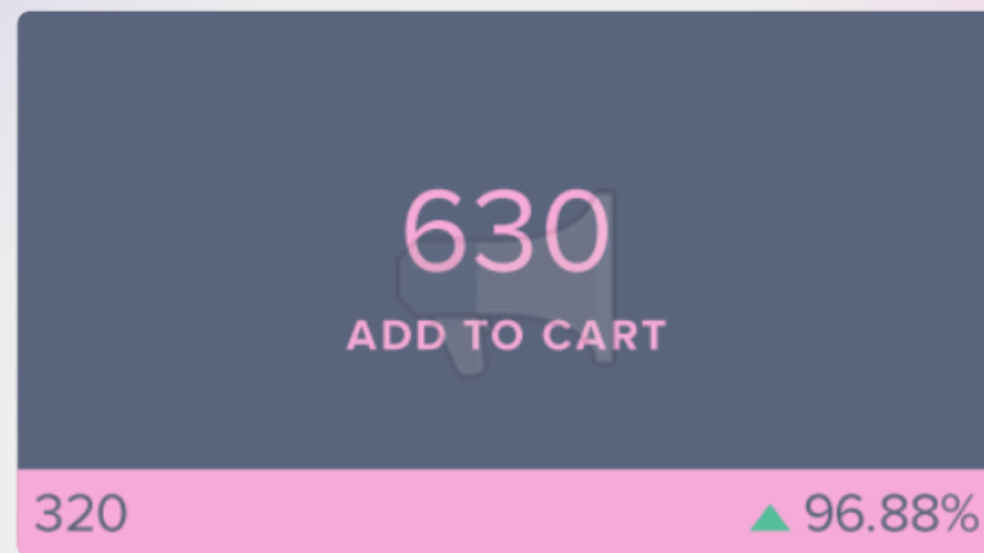
Fix MY Phone
Handla direkt i 135 butiker

fixmyphone.se
Spara Upp till 40%! [Shop now](#)
Laga iPhone, Köp, Sälj eller ...

280 6 comments 11 shares

CAMPAIGN KPI'S

6 months of cooperation



BUSINESS GROWTH

ROAS INCREASED +91.51% OVER 6 MONTH

- ◆ We significantly improved overall funnel efficiency, scaling from 2.59 to 4.96 ROAS, while increasing total revenue to SEK 54,519.21. This was driven by stronger conversion-focused creative and continuous optimisation across the customer journey.
- ◆ Conversion performance saw substantial gains, with purchases increasing from 14 to 72 (+414%), while cost per purchase decreased by -57%. This indicates a much more efficient spend and improved profitability at scale.
- ◆ Mid-funnel intent also strengthened, with add-to-carts (+96.88%) and checkouts initiated (+97.92%) nearly doubling, showing improved audience quality and higher purchase intent driven by better targeting and messaging.
- ◆ Overall, the account transitioned from early-stage testing to a scalable and profitable acquisition engine, with both volume and efficiency improving simultaneously.

REACH OUT TO US FOR ANY QUESTIONS.



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