

D2C
CASE STUDY
META &
GOOGLE



ABOUT CLIENT



TJÅKKO is a footwear-focused lifestyle brand inspired by freedom, movement, and the spirit of exploration. Built around a carefully curated selection of barefoot shoes and boots, the brand combines natural movement, durable quality, and functional design to support life across mountains, forests, and city streets. With a strong focus on comfort, craftsmanship, and versatility, TJÅKKO empowers modern explorers to move confidently.



Omtyckt kundtjänst Fri frakt från 1200kr Öppet köp 40 dagar

TJÄKKO
SHOES & ADVENTURE

Svenska

BARFOTASKOR OUTDOORKÄNGOR ACCESSOARER TILLBEHÖR VARUMÄRKEN KONTAKTA OSS

BAAK SÄKERHETSSKOR

Vinterns stora nyhet! Certifierade säkerhetsskor i barfotamodell från tyska BAAK. Ge dina fötter frihet och rörlighet även på jobbet utan att tumma på säkerheten.

BAAK Säkerhetsskor

TJÄKKO
SHOES & ADVENTURE

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BARFOTASKOR OUTDOORKÄNGOR ACCESSOARER TILLBEHÖR VARUMÄRKEN KONTAKTA OSS

Mary Jane Coco
SHAPEN
1 449 kr

Canvi Kids
BE LENKA
899 kr

Re:Wind
SHAPEN
1 899 kr

Ulltoffel
OMAKING
599 kr

BÄSTSÄLJARE
Globetrotter
SKINNERS
1 699 kr

BÄSTSÄLJARE
Comfort Strumpsko
SKINNERS
★★★★★ (0)
699 kr

Visa alla

Nyheter

NYHET!

Mary Jane Coco
SHAPEN
1 449 kr

NYHET!

Lustig
OMAKING
599 kr

NYHET!

Dazzle
SHAPEN
1 549 kr

NYHET!

Caliope
SHAPEN
1 399 kr

NYHET! Vegan

Rebound
BE LENKA
1 499 kr

NYHET! Vegan

Canvi Kids
BE LENKA
899 kr

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Strong brand positioning within the barefoot and natural movement niche• Wide product range (men, women, kids) enabling broader market reach• High-quality website UX with smooth navigation and clear product structure• Strong product pages with detailed information and clear benefits• Existing customer trust signals (reviews, credibility, social proof)• Solid foundation of traffic and data from previous marketing efforts• Scalable e-commerce setup ready for performance marketing growth	<ul style="list-style-type: none">• No clear funnel (prospecting, retargeting, retention missing)• Weak creative strategy (no strong hooks or problem-solution messaging)• Low conversion rates• Underutilized data for optimization and scaling• Limited testing of audiences and creatives• No clear focus on best-selling or high-intent products• Weak tracking and inconsistent performance insights	<ul style="list-style-type: none">• Shift messaging from “shoes” → “foot health & natural movement solution”• Build full-funnel strategy (awareness → consideration → conversion)• Leverage existing data to improve targeting and conversion rates• Scale high-performing products and categories• Introduce strong problem-solution creatives in ads• Implement retargeting and dynamic product ads• Expand buying intent through education (benefits of barefoot shoes)• Improve CRO to maximize return from paid traffic	<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

 Meta



- **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

KEY STRATEGIES IMPLEMENTED



Strategic Reset & Performance Focus

- Conducted full account audit (ROAS, conversion quality)
- Shifted focus from volume → profitability
- Reallocated budget to high-performing **segments**

Structural Simplification

- Removed low-ROAS seasonal brands
- Eliminated over-segmented campaigns (location & gender splits)
- Reduced spend on generic search campaigns
- Simplified structure to improve algorithm efficiency

Performance Max Restructure

- Focus on top-performing brands
- Cut low-performing brands
- Prioritize high-ROAS segments
- Shift budget to proven winners
- Isolate and scale best-selling products
- Simplify structure for better performance
- Leverage product data for optimisation

Data-Driven Optimisation

- Optimised based on product & brand-level ROAS
- Monitored conversion rates and CPA closely
- Adjusted budgets dynamically to top performers
- Refined Target ROAS bidding for efficiency

ADS



Tjåkko Shoes and Aventure Ad · 🌐

JA! Barfotaskor kan vara så här snygga!



tjakko.se
Featuring 2.7 thousand+ items



Tjåkko Shoes and Aventure Ad · 🌐

Upp till 50% rabatt - Varma och slitstarka kängor med bred tåbox för naturlig rörelse ❄️



tjakko.se
Upp till 50% rabatt

Shop now

Tjåkko Shoes and Aventure Ad · 🌐

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Shop now

Tjåkko Shoes and Aventure Ad · 🌐

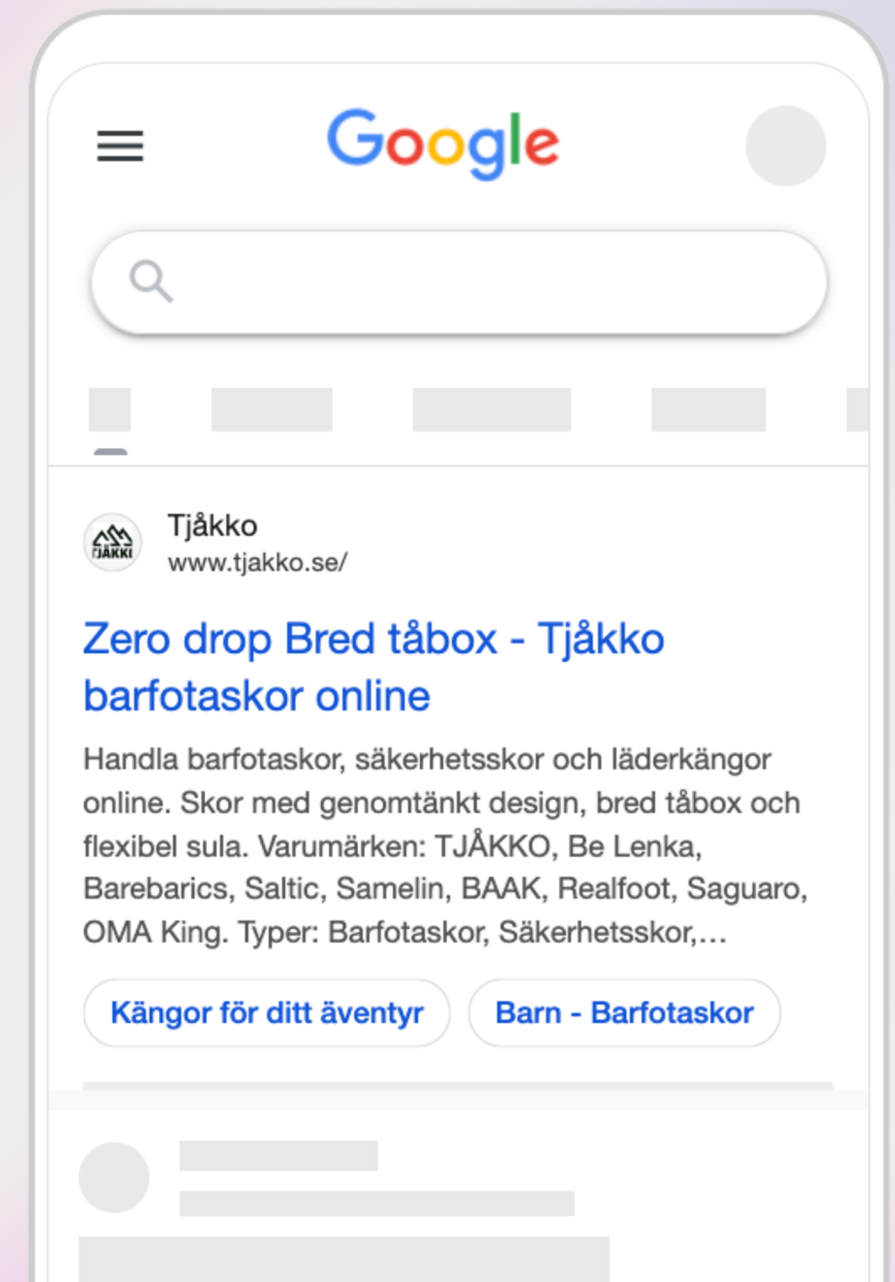
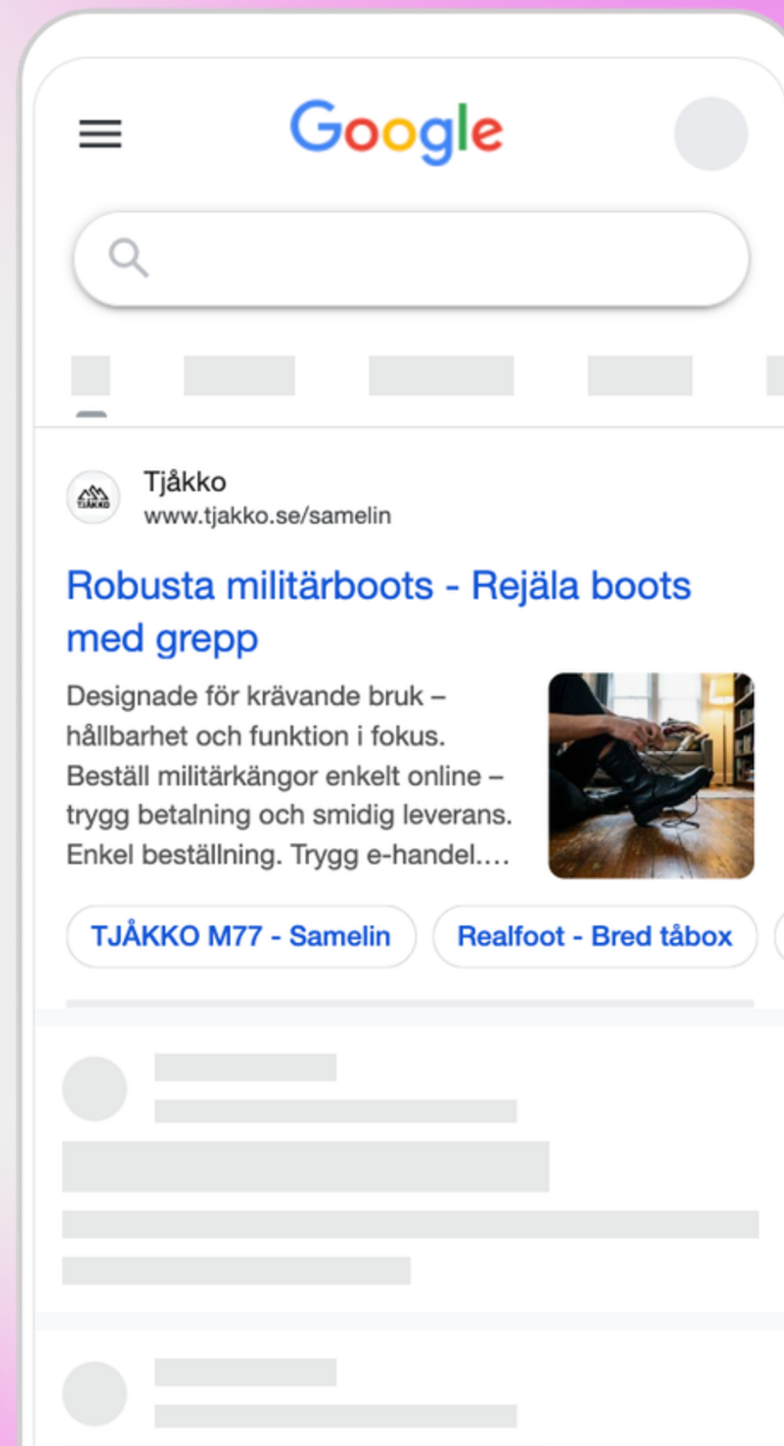
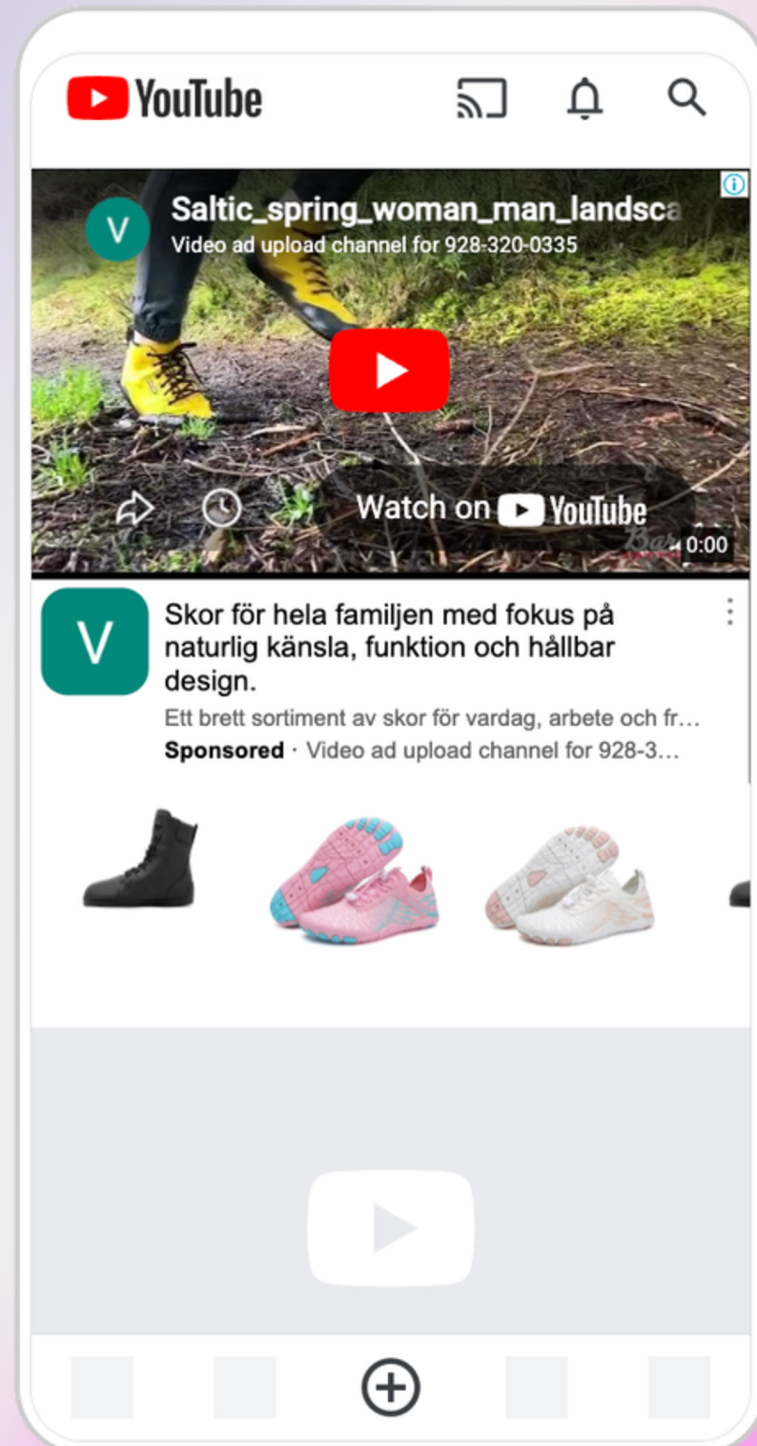
Skor för naturlig rörelse i vår 🌿



Tjåkko® barfotaskor – Köp nu online!

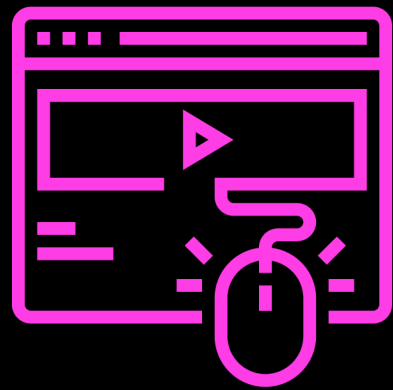


ADS



CAMPAIGN KPI'S

3 months of cooperation



AD SPEND

↘ **3.63%**

116,931.60 **SEK** ↗ 112,682.26 **SEK**

TOTAL Ad Spend
Meta + Google



CPP

↘ **25.23%**

SEK 625,299 ↘ **SEK 467,560**

Cost Per Purchase



ROAS

↗ **92.63%**

1.90 ↗ **3.66**

Return on Ad Spend

BUSINESS GROWTH

ROAS INCREASED +92.63% IN 3 MONTHS

Over the course of 3 months of collaboration across Meta and Google Ads, we significantly improved overall business performance by shifting from a volume-driven approach to a profitability-focused strategy. This resulted in a +92.63% increase in ROAS and a -25.23% reduction in cost per purchase, while maintaining a stable ad spend. By improving traffic quality, refining the sales funnel, and leveraging data-driven optimisation, we increased conversion efficiency and maximised returns. At the same time, stronger brand positioning and consistent ad communication contributed to increased brand awareness, reflected in growth in organic traffic, engagement, and social proof—building a more scalable and profitable acquisition system.

As we continue the partnership, further improvements are expected as strategies are refined, data accumulates, and top-performing segments are scaled—unlocking even higher ROAS and long-term sustainable growth.

REACH OUT TO US FOR ANY QUESTIONS.



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AdomatIQ

SoMe MARKETING