D2C CASE STUDY META

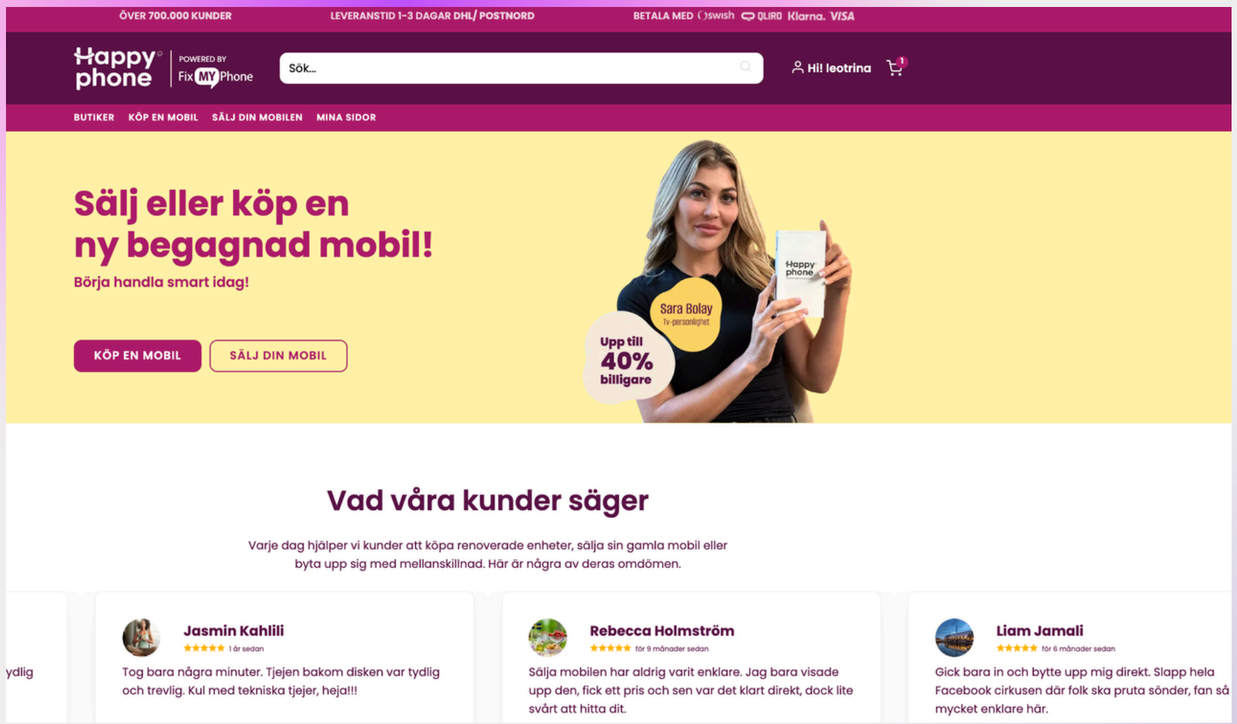
Happy phone

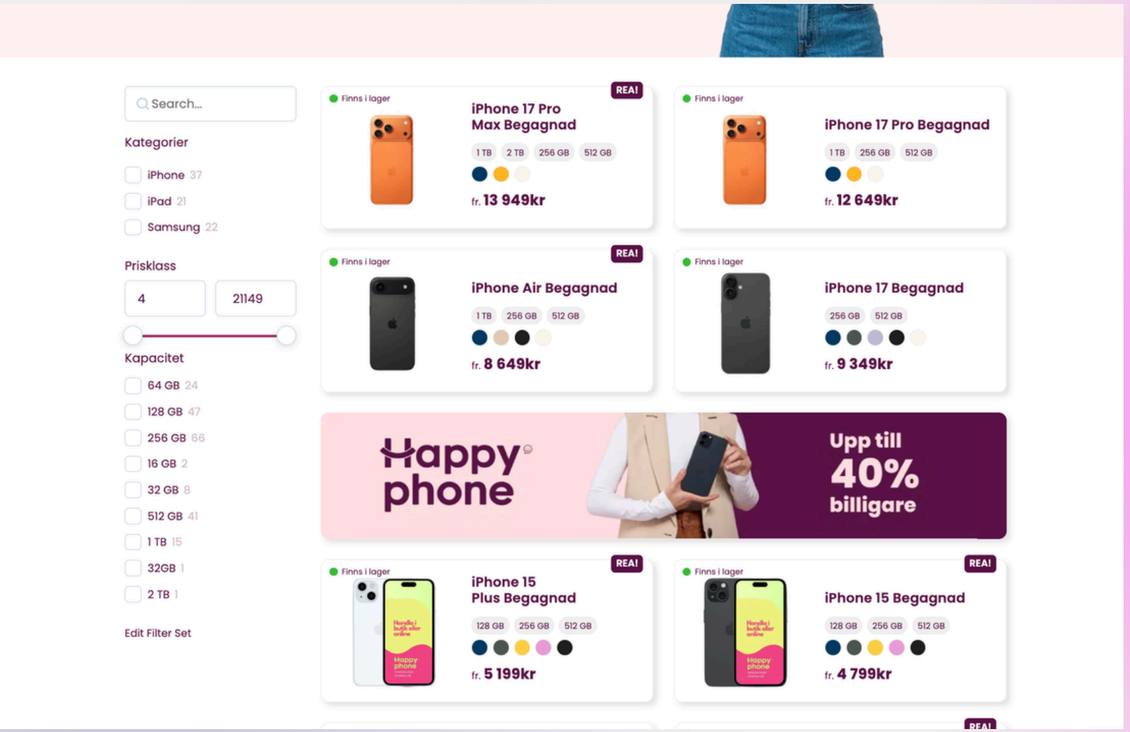
AdomatIQ
SoMe MARKETING

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.

Happy phone


ÖVER 700.000 KUNDER
LEVERANSTID 1-3 DAGAR DHL/ POSTNORD
BETALA MED swish QLIRO Klarna. VISA
Happy phone
POWERED BY Fix MY Phone
Sök...
Hi! leotrina
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
Sara Bolay
Tv-personlighet
Upp till 40% billigare
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
REA!
iPhone 17 Pro Max Begagnad
1 TB 2 TB 256 GB 512 GB
fr. 13 949kr
iPhone 17 Pro Begagnad
1 TB 256 GB 512 GB
fr. 12 649kr
iPhone Air Begagnad
1 TB 256 GB 512 GB
fr. 8 649kr
iPhone 17 Begagnad
256 GB 512 GB
fr. 9 349kr
Happy phone
Upp till 40% billigare
iPhone 15 Plus Begagnad
128 GB 256 GB 512 GB
fr. 5 199kr
iPhone 15 Begagnad
128 GB 256 GB 512 GB
fr. 4 799kr

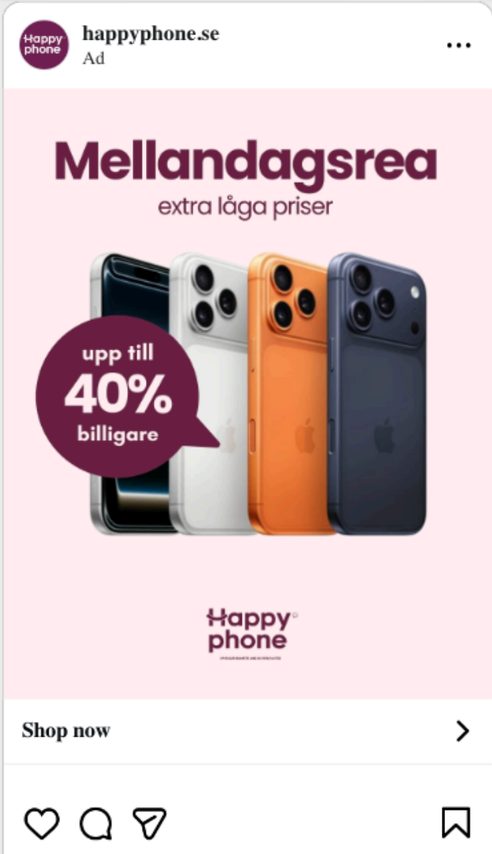
SWOT ANALYSIS

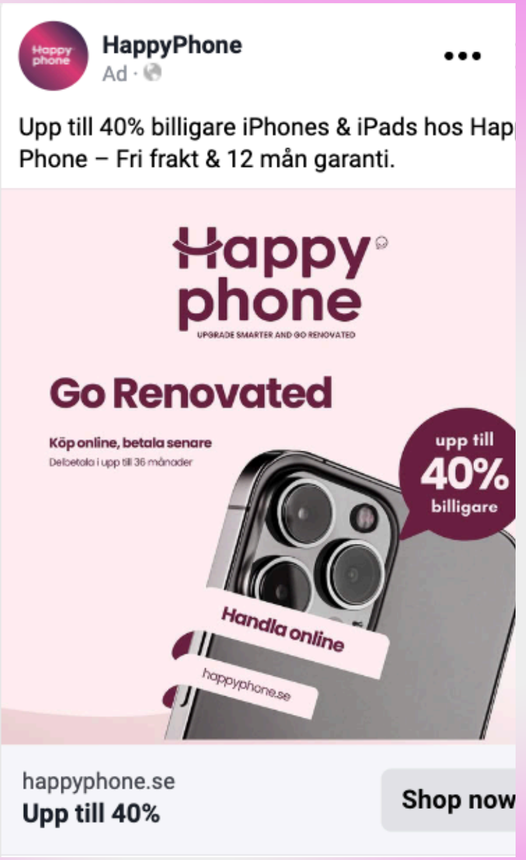
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Strong focus on refurbished smartphones (iPhone & Samsung) • Competitive pricing vs new devices • Full online model: buy & sell phones easily online • Certified devices with 12-month warranty • Sustainability-driven brand (circular economy positioning) • Backed by Fix My Phone expertise & supply network	• No physical store presence (online-only trust barrier) • Lower brand awareness compared to established competitors • Refurbished market = price-sensitive customers • Limited differentiation in crowded resale market •	• Scale high-demand models • Expand Google Shopping & Performance Max for revenue growth • Leverage sustainability messaging in ads • Retargeting & full-funnel optimization (ATC → Purchase) • Increase repeat purchases & trade-in cycle • Capture competitor traffic with price-focused messaging	• 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

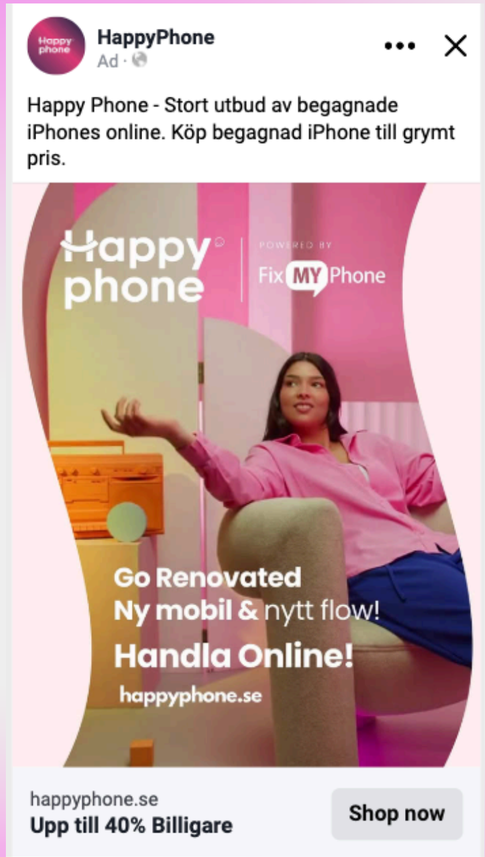
KEY STRATEGIES IMPLEMENTED

- **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


happyphone.se
Ad
Mellandagsrea
extra låga priser
upp till
40%
billigare
Happy phone
Shop now


HappyPhone
Ad ·
Upp till 40% billigare iPhones & iPads hos Hap
Phone – Fri frakt & 12 mån garanti.
Happy phone
UPGRADE SMARTER AND GO RENOVATED
Go Renovated
Köp online, betala senare
Delbetala i upp till 36 månader
upp till
40%
billigare
Handla online
happyphone.se
happyphone.se
Upp till 40%
Shop now


HappyPhone
Ad ·
Happy Phone - Stort utbud av begagnade iPhones online. Köp begagnad iPhone till grymt pris.
Happy phone
POWERED BY
Fix MY Phone
Go Renovated
Ny mobil & nytt flow!
Handla Online!
happyphone.se
happyphone.se
Upp till 40% Billigare
Shop now

happyphone.se
Ad
Mellandagsrea
Uppgradera innan året är slut
– betala mindre, få mer
Köp online,
betala senare
Happy phone
Shop now

CAMPAIGN KPI'S

1 month of cooperation

10,521 UNIQUE CLICKS 0 ▲ 100.00%	3.39% CTR (%) 0.00% ▲ 100.00%	8.10% UNIQUE CTR (LINK) (%) 0.00% ▲ 100.00%
SEK 65,921.15 COST SEK 0.00 ▲ 100.00%	1,310 ADD TO CART 0 ▲ 100.00%	735 TOTAL CHECKOUTS INITIATED 0 ▲ 100.00%
72 PURCHASES 0 ▲ 100.00%	SEK 915.57 COST PER PURCHASES SEK 0.00 ▲ 100.00%	5.28 ROAS 0.00 ▲ 100.00%

BUSINESS GROWTH

ROAS OF 5.28 IN 1 MONTH

✦ Within the first month, we successfully launched and scaled from zero to 10,521 unique clicks, achieving a strong 3.39% CTR and 8.10% unique CTR, indicating highly relevant targeting and engaging creatives from day one.

✦ The funnel developed quickly, generating 1,310 add-to-carts and 735 checkouts initiated, resulting in 72 purchases in the first month of activity.

✦ We reached a ROAS of 5.28 while maintaining a cost per purchase of SEK 915.57, establishing immediate profitability from launch.

✦ Overall, we moved from a cold start to a revenue-generating, scalable structure within 30 days, validating both the strategy and execution early on.

REACH OUT TO US FOR ANY QUESTIONS.

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WEBSITE

https://www.adomatiq.io/

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