

Stayhard

“By utilising Facebook’s dynamic targeting options we have been able to develop detailed always-on strategies within retargeting that boast impressive KPI improvements. We are not only generating a lot more revenue at a lower cost of sale than before, we are also using synergy effects between totally different campaigns to scale our investment and find new customers.”

Viktor Sundberg, Online Marketing Manager, Stayhard AB

81%

increase in revenue

63%

increase in CTR

16%

increase in average
order value

29%

lower cost of sales

By activating dynamic ads, the Nordic men’s clothing brand saw some of the best results of any platform it uses.

