

CASE STUDY / OMNICHANNEL GROWTH

Swedish Candy Land

A candy brand grown across four markets

Swedish candy shipped worldwide / sweet, sour, chocolate, licorice and pick-n-mix

Established Swedish brand, 50,000+ customers / full marketing operations managed by Malik

US\$1.59M

total store revenue
up 234% year on year

A case study by Malik

One channel, then the whole funnel

US\$1.59M

Total store revenue / up 234%

An established Swedish candy brand with 50,000+ customers. I started on email only, earned the rest of the account, and now run the full operation: Meta, Google, Pinterest, Klaviyo email and SMS. Across the managed year, store revenue grew 234%, orders 189%, and email attributed revenue 712%.

STORE REVENUE

US\$1.59M

up 234% year on year

ORDERS

26,748

up 189% year on year

META ROAS

7.05x

kr 5.09M tracked (SEK)

EMAIL ATTRIBUTED

US\$443K

up 712% year on year

Results at a glance



STORE REVENUE

US\$1.59M

↑ 234% year on year



ORDERS

26,748

↑ 189% year on year



AVG ORDER VALUE

US\$53.96

↑ 23% year on year



RETURNING CUSTOMERS

22.70%

↑ 35% / stronger LTV



META ROAS

7.05x

kr 5.09M tracked (SEK)



EMAIL ATTRIBUTED

US\$443K

↑ 712% year on year

THE HEADLINE: an established brand grown 234% to US\$1.59M, with email attributed revenue up 712% and orders up 189%.

A trusted brand, a narrow start

WHAT I STARTED WITH	STATE	IMPACT
Scope	Email only	A trial, not the full account
Markets	US only	One country, one demand pool
Store revenue	~US\$475K run rate	A fraction of today
Email program	Minimal flows	LTV left on the table
Creative testing	None	No copy or creative discipline



THE BRIEF

Earn the ads, then scale the whole funnel.

Prove it on email, then build paid media, retention and new markets into one engine.

A growth brief, earned in stages.

Before vs after the takeover

METRIC	BEFORE	AFTER	MOVEMENT
Store revenue	~US\$475K	US\$1.59M	UP 234%
Orders	~9,255	26,748	UP 189%
Site sessions	~213K	668,192	UP 213%
Email attributed	~US\$55K	US\$443K	UP 712%
Avg order value	~US\$43.90	US\$53.96	UP 23%
Returning customers	~16.8%	22.70%	UP 35%
Conversion rate	~3.20%	3.39%	UP 6%

THE REAL PROOF revenue up 234%, orders up 189%, traffic up 213% and email attributed revenue up 712% / all in the managed year.

kr 722K of spend, kr 5.09M back

Off...	ts	Campaign	ts	ts	Cost per result	Budget	ts	Amount spent	ts	Imp...	ts	Reach	ts	CPC (all)	ts	CTR (all)	ts	Unique CTR (link click)	ts	CPM (cost per 1,000)	ts	Cost per 1,000...	ts	Content views	ts	Adds to cart	ts	Check-out	ts	Purch...	ts	Purch. ROAS	ts	Purch. convers...	ts		
	13	Israel Campaign	kr59.39	kr500.00	11.929	kr772.01	11.929	8.970	5.27%	kr106.82	7.89%	5.27%	kr111.20	kr258.30	10.583	5.688	894	276	5.40	kr145.378.49	13	15.06	kr111.622.32														
	23	TOP-Mark-CAT-0316-500kr-US/CA	kr27.73	kr2,500.00	kr26,972.56	242,364	104,423	kr2.95	3.77%	4.32%	kr197.33	kr242.36	564	381	58	32	3.91	kr8.235.03																			
	12	TOP-Mark-ROASCap-Consolidated-1...	kr175.65	kr750.00	kr2,307.82	12,995	8,697	kr3.38	4.95%	4.14%	kr167.33	kr242.36	564	381	58	32	3.91	kr8.235.03																			
	14	TOP-Mark-Bidcap-Consolidated-100...	kr151.63	kr1,500.00	kr722.76	6,775	3,575	kr1.71	6.23%	4.50%	kr106.68	kr202.17	569	384	40	14	10.96	kr2,919.47																			
	273	TOP-Mark-CBO-Consolidated-2000...	kr107.14	kr5,000.00	kr72,105.23	643,385	280,119	kr2.82	3.98%	4.21%	kr112.07	kr257.41	24,469	15,902	2,422	673	5.41	kr399,923.34																			
	3,905	Shopping Campaign	kr70.45	kr1,500.00	kr275,094.97	2,731,859	654,626	kr2.31	4.35%	7.29%	kr100.70	kr433.48	154,245	86,729	12,780	3,905	7.37	kr2,028,055.24																			
	54	TOP-Mark-CBO-200kr-1215-US/CA	kr103.62	kr700.00	kr5,595.64	39,377	23,580	kr2.85	4.96%	4.59%	kr141.39	kr237.30	1,540	1,239	211	54	5.42	kr320,309.95																			
	2	Shopping Campaign - MOF	kr128.92	kr50.00	kr257.84	2,905	2,418	kr1.69	5.27%	3.56%	kr88.76	kr106.63	178	55	9	2	3.35	kr853.62																			
	4	Shopping Campaign - CA	kr275.23	kr100.00	kr1,100.90	19,224	9,283	kr1.85	3.10%	2.96%	kr57.27	kr118.59	491	326	45	4	4.89	kr5,386.49																			
	8	TOP-Mark-CBO-150kr-1814-UK	kr222.64	kr100.00	kr1,364.61	10,847	6,921	kr3.06	4.1%	3.28%	kr125.81	kr197.17	356	362	18	8	2.23	kr3,040.48																			
	78	TOP-Mark-CBO-140kr-CA-1414	kr102.64	kr7,990.20	kr123,944	45,963	12,132	3.04%	3.09%	kr64.47	kr173.84	2,533	2,665	78	6	6.50	kr51,971.29																				
	85	TOP-Mark-CBO-250kr-2715-CA	kr118.62	kr250.00	kr10,082.29	140,308	48,519	kr1.91	3.76%	4.84%	kr71.96	kr207.80	4,092	4,159	409	85	5.70	kr52,481.65																			
	60	TOP-Mark-CBO-500kr-2715-US	kr111.95	kr160.00	kr6,716.92	33,553	17,933	kr4.97	4.03%	3.91%	kr200.19	kr374.56	1,095	1,447	181	60	4.97	kr33,394.28																			
	41	Shopping Campaign - MOF	kr151.42	kr200.00	kr2,518.06	31,406	17,478	kr1.73	4.63%	4.29%	kr80.18	kr144.07	1,873	1,089	328	41	7.91	kr18,922.57																			
	1,622	TOP-Mark-CBO-250kr-2010-US	kr75.42	kr1,000.00	kr122,325.45	753,209	248,642	kr3.15	5.15%	6.77%	kr162.41	kr491.97	37,754	31,684	4,308	1,622	3.99	kr97,732.48																			
	56	TOP-Mark-CBO-150kr-1318-US	kr95.33	kr150.00	kr5,338.27	30,235	17,895	kr3.37	5.24%	5.30%	kr176.56	kr298.31	1,540	1,327	303	56	6.03	kr32,209.81																			
Results from 23 campaigns								kr722,209.99	6,158,442		1,185,730		kr2.68	4.38%		Per Meta account	kr117.65	kr6,009.08	299,324	202,601																	

PLATFORM RESULT

kr 5.09M
tracked sales

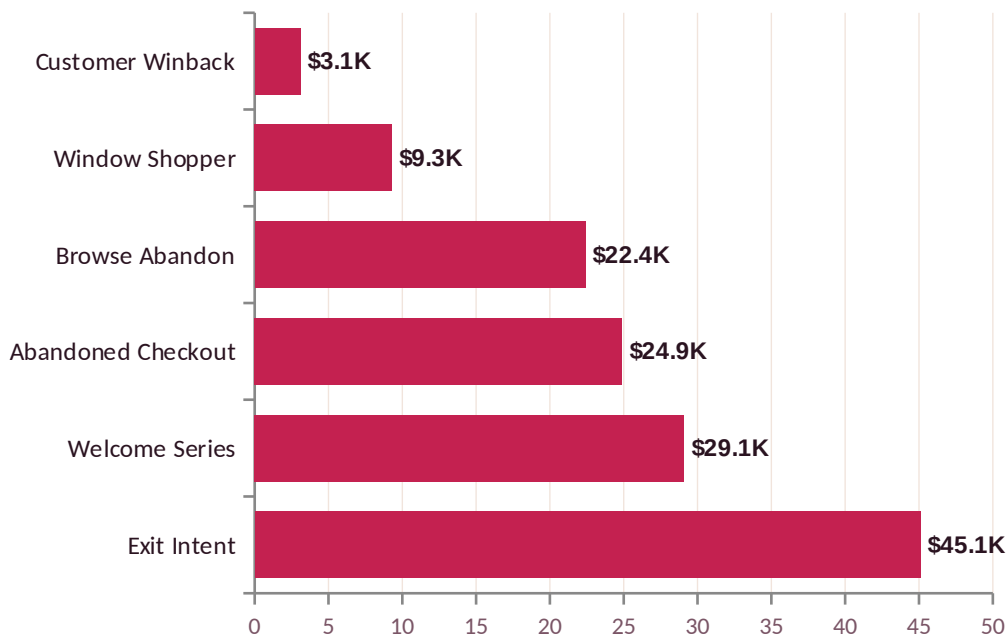
7.05x
blended ROAS

9,138
purchases

kr 722K
ad spend

Meta Ads Manager, 23 active campaigns across four markets, window to 20 Jun 2026. Figures in SEK (kr), the ad account currency.

Email rebuilt into a profit centre



Top Klaviyo flows by attributed revenue (recent window)



BIGGEST FLOW

Exit Intent

US\$45,062 / US\$1.39 per email

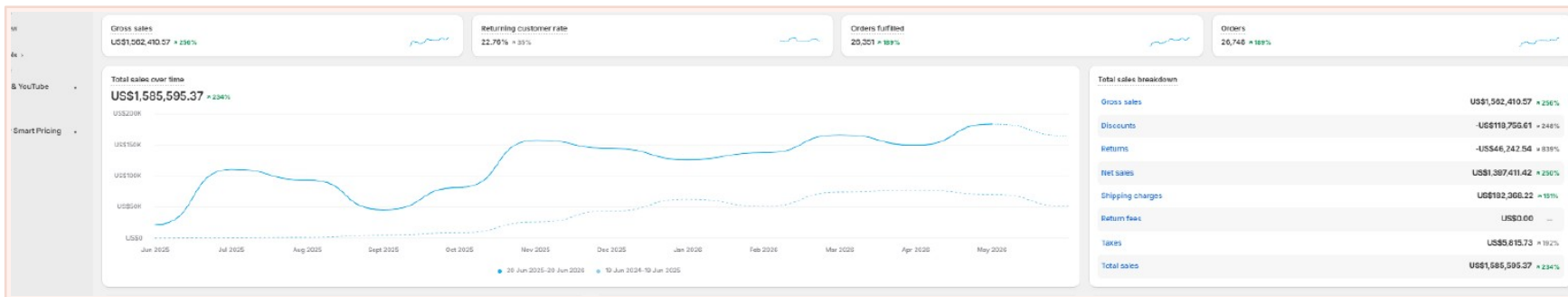
A full lifecycle suite: welcome, abandoned checkout, browse, winback and SMS.

THE EMAIL TURNAROUND

+712%

attributed revenue YoY / US\$443K, 29% of revenue / 51.1% open rate, 74th percentile.

US\$1.59M in store revenue, up 234%



Shopify Analytics, trailing 12 months to Jun 2026 versus the prior year. Total sales US\$1.59M, up 234%, on 26,748 orders.

AVG ORDER VALUE

US\$53.96

↑ 23% year on year

SITE SESSIONS

668,192

↑ 213% year on year

CONVERSION RATE

3.39%

↑ 6% year on year

What I actually did



ONE OWNER, ONE ENGINE

5

CHANNELS, RUN AS ONE

Paid, retention and CRO managed together so acquisition, conversion and lifetime value all pull in the same direction.

THE FOUR MOVES THAT MATTERED

Paid across Meta, Google, Pinterest

Persona led creative, ABO and CBO, catalog, cost caps, value optimisation

Email and SMS retention in Klaviyo

Full flow suite plus weekly campaigns, built for LTV

Market expansion

US into Canada, the UK and Australia

Site CRO

Subscription, filters and conversion work, in build

How I treat this account

“

I treat this brand as if it were my own. Every channel, every test, every campaign is run like I have skin in the outcome, because that is how it scales.

MALIK / THE OPERATOR

Earned, not handed over

- ✓ Started on email, earned the full account
- ✓ Daily ownership across all five channels
- ✓ Expanded the brand into four markets
- ✓ Building the site and retention next

From email trial to growth engine

“Not more of one channel. The right channels, run together, by someone who treats the brand as their own.”

Swedish Candy Land is an established Swedish candy brand with more than 50,000 customers. I came in on email only, earned the rest of the account, and now run the full operation: Meta, Google, Pinterest, Klaviyo email and SMS. Across the managed year, store revenue grew 234% to US\$1.59M, orders grew 189%, and email attributed revenue grew 712%, while Meta held 7.05x blended ROAS.

The next phase is already in build: subscription, filters and site CRO so growth compounds through lifetime value, plus deeper retention and continued expansion across the four markets.

VITAL STATS

US\$1.59M

store revenue

+234%

revenue growth YoY

26,748

orders, up 189%

US\$443K

email attributed, +712%

7.05x

blended Meta ROAS

4

markets served

CASE STUDY BY MALIK

Thank you

Want a brand scaled across channels and markets without losing ROAS? This is the system I build.

Swedish Candy Land

Omnichannel Growth Case Study / 2025 to 2026

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Malik / E-commerce Performance Marketing