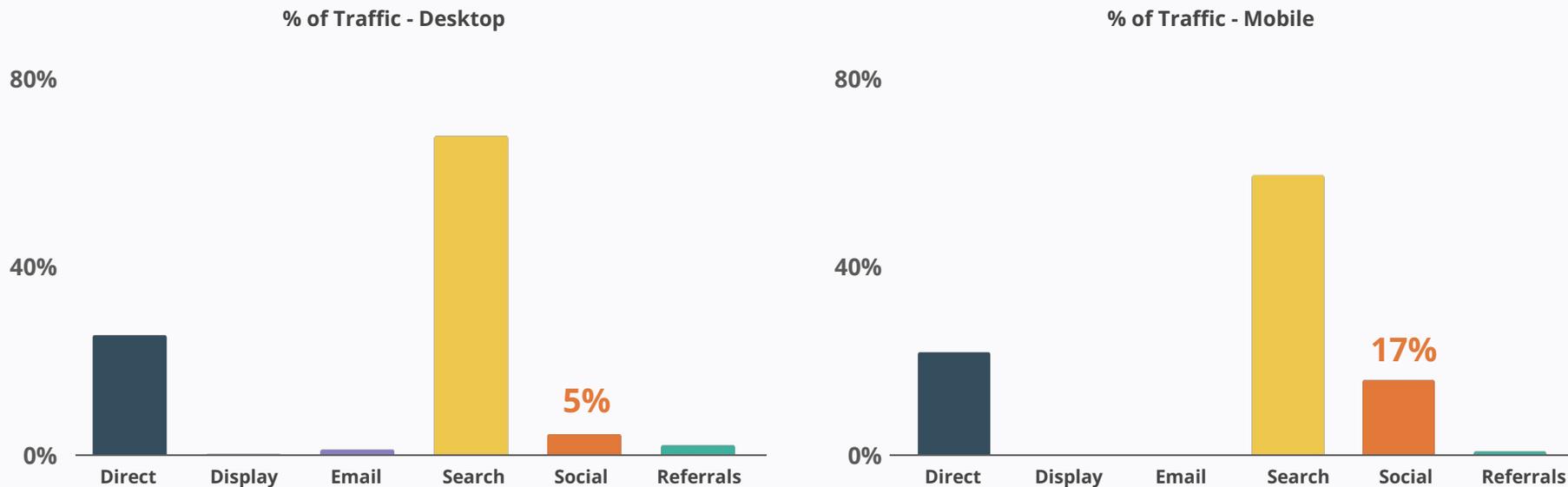




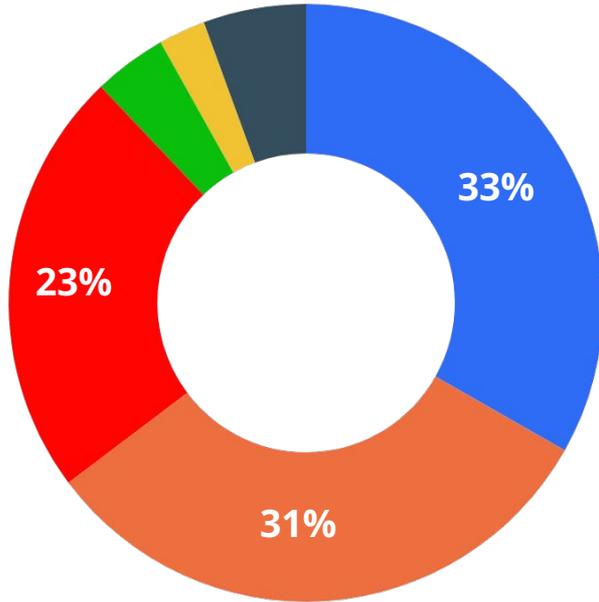
**Increasing Social Web Traffic by +45%
With Giveaways & YouTube Tutorials**

Sporting Goods & Outdoors

Social media drove the highest percentage of web traffic outside of search and direct for fjallraven.com in 2021 (January - August) for both mobile and desktop devices.



Social Web Traffic Volumes by Channel (Jan - Aug 2021)



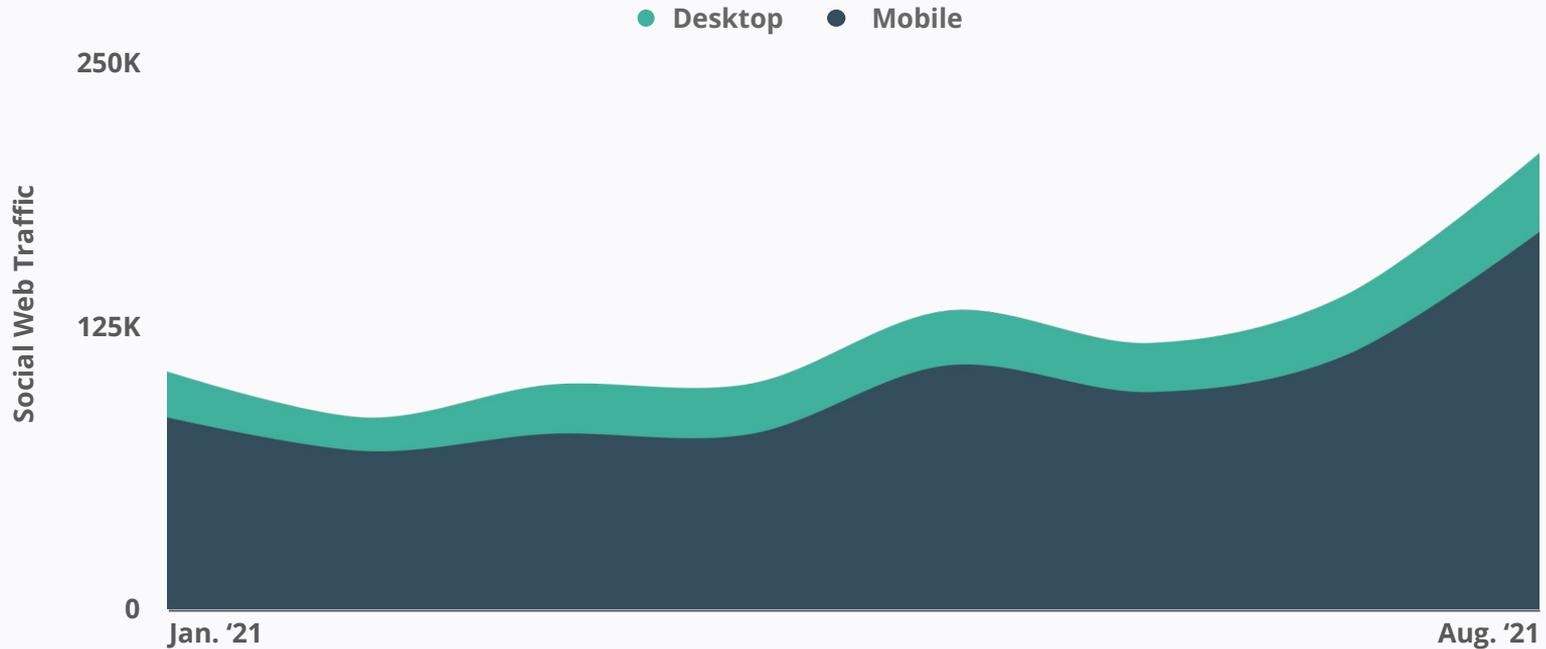
- Facebook
- reddit
- YouTube
- WhatsApp
- Pinterest
- Other

On desktop, Facebook drives the highest volume of social web traffic* (33%) followed by reddit (31%) and YouTube (23%).

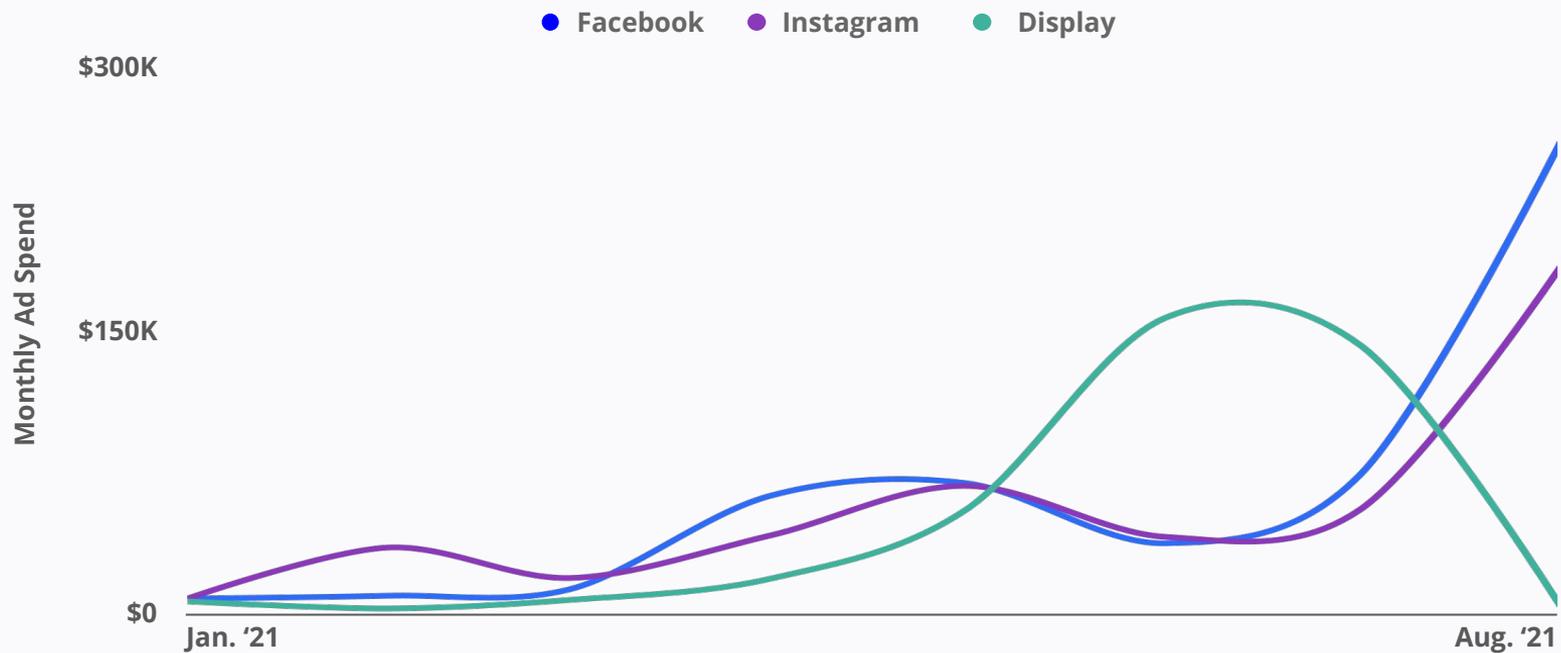
*Top social media channels driving mobile web traffic is currently unavailable.

In August 2021, there was a **+46%** increase MoM in social web traffic. Mobile represents 81% of total social web traffic.

On average, social media generates 110K monthly site visits on mobile.



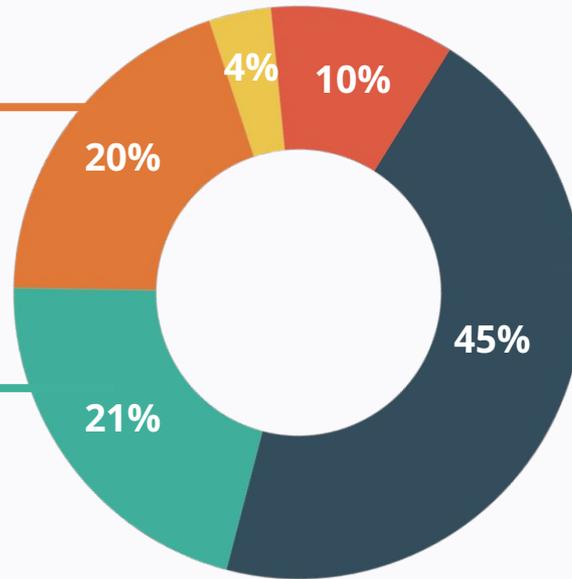
The **+46%** increase in social web traffic MoM was positively corresponding with a **+238%** increase in paid social advertising spend in August 2021.



The top campaign for social media ads were giveaways, which represented 45% of the total ad spend budget for August 2021.



- Giveaway
- Back to School
- Product Launch
- Sustainability
- Other



In 2021, Fjallraven ran 5 seasonal giveaways where followers could win either a Kånken backpack, National Park Passes or a \$500 shopping experience.



KÅNKEN A DAY GIVEAWAY
ENTER NOW!

8 likes

fjallraven_na We're giving away a FREE Fjällräven Kånken backpack everyday until the end of August. And don't miss our weekly prize pack drawing, featuring 5 Fjällräven products, every Sunday.

20 HOURS AGO

[Click to view](#)

Spend: **\$80K** | Imp: **10M**
CPM: **\$7.94**

GET INTO NATURE GIVEAWAY

22 likes

fjallraven_na

We are giving away National Parks Passes* and a chance to win a \$500 shopping experience to help our community get into nature this holiday season.

The earlier you enter the more chances you have to win!

[Click to view](#)

Spend: **\$37K** | Imp: **3.7M**
CPM: **\$9.88**

SUMMER ADVENTURE GIVEAWAY
Win A National Park Pass

Sign Up Here

FJALLRAVEN.COM
Win a \$500 Shopping Experience
Nature is Waiting

[Click to view](#)

Spend: **\$42K** | Imp: **4.5M**
CPM: **\$9.42**

GET OUTFITTED FOR SPRING GIVEAWAY!
Win A \$500 Online Shopping Experience

Sign Up Here

FJALLRAVEN.COM
Win a \$500 Online Shopping Experience!

[Click to view](#)

Spend: **\$16K** | Imp: **1.7M**
CPM: **\$9.42**

Get ready for ANYWHERE

19 likes

fjallraven_na

Will you find one? 🏠 🏠

August 6th-8th, join in the Kånken Scavenger Hunt for an augmented reality experience — and for your chance to find and win a Kånken backpack!

[Click to view](#)

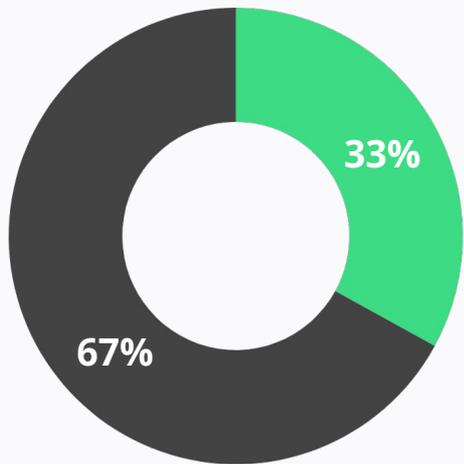
Spend: **\$2K** | Imp: **268K**
CPM: **\$7.84**

67% of Fjallraven's Facebook ads targeted iOS device users, who were predominantly male (69%).



Targeting by Device Type

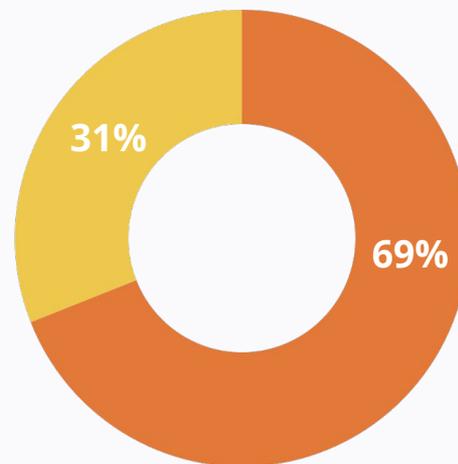
Jan. - Aug. 2021



● iOS ● Android

Targeting by Gender

Jan. - Aug. 2021



● Female ● Male

When it comes to the geographical budget distribution, Fjallraven ran most of its ads in metropolitan cities — 8% of the ads targeted audiences in Dallas, followed by Seattle.



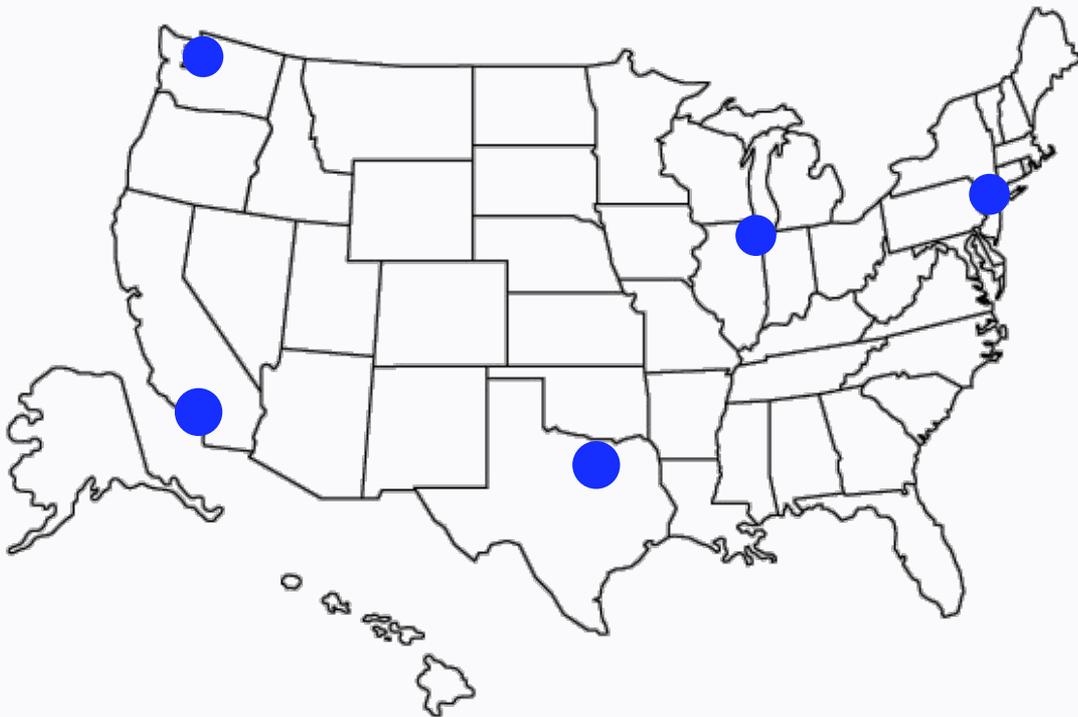
Dallas 8%

Seattle 7%

Los Angeles 6%

Chicago 4%

New York 4%



Although Fjallraven did not run any display ads on reddit.com in 2021, the brand is commonly discussed on subreddits such as “r/BuyItForLife” where redditors discuss durable and quality made products that are made to last a lifetime.



Top subreddits talking about Fjallraven

subreddit	# of members
r/malefashionadvice	3.3M
r/streetwear	2.8M
r/frugalmalefashion	2.4M
r/ThriftStoreHauls	1.9M
r/BuyItForLife	978K
r/fashionreps	604K
r/FrugalFemaleFashion	441K
r/CampingGear	291K
r/GearTrade	89K

r/BuyItForLife · Posted by u/aberrantforestcat 1 month ago
[Request] Answered! From both an environmental and practicality/durability standpoint, is a fjallraven kanken worth it?
7 upvotes · 15 comments · 0 awards

r/BuyItForLife · Posted by u/Yamster80 8 months ago
[Request] Winter coat/parka: Patagonia vs. Carhartt vs. Canada Goose vs. Fjallraven vs. Filson vs. LL Bean vs. Eddie Bauer
20 upvotes · 50 comments · 0 awards

r/BuyItForLife · Posted by u/paasaaplease 1 year ago
Bags and Luggage One of these Fjallraven Kanken is 10 years old and one is brand new.
297 upvotes · 53 comments · 0 awards

r/BuyItForLife · Posted by u/bumpoleoftherailey 9 months ago
Discussion Anyone experienced problems waxing Fjallraven jackets?
4 upvotes · 17 comments · 0 awards

r/BuyItForLife · Posted by u/ayyogalileo 2 years ago
I bought this (made in Finland) Fjallraven used at Goodwill years ago and, with coat of wax each year, it's a bulletproof barn and backwoods coat.

Topics Discussed:

Environmental Impact

Brand Comparisons

Old vs. New

Waxing

Thrifted Items

On the subreddit “r/malefashionadvice”, redditors are interested in product reviews, recommendations and brand perceptions when it comes to Fjallraven products.



Topics Discussed:

Top subreddits talking about Fjallraven	
subreddit	# of members
r/malefashionadvice	3.3M
r/streetwear	2.8M
r/frugalmalefashion	2.4M
r/ThriftStoreHauls	1.9M
r/BuyItForLife	978K
r/fashionreps	604K
r/FrugalFemaleFashion	441K
r/CampingGear	291K
r/GearTrade	89K

The screenshot shows a list of posts from the subreddit r/malefashionadvice. A blue box highlights the posts, and blue arrows point from the posts to topic labels on the right. The posts include:

- Review:** The North Face Bite 29L Japanese Backpack (also Fjallraven Ulvo 23)
- Discussion:** how is Fjallraven perceived in your city? is it popular
- Recommendations:** Fjallraven winter jackets - having some trouble choosing a jacket based on lack of reviews
- Value for Money:** Thoughts on Fjallraven - design/quality/value for money...
- Overall Brand Review:** Experience with Fjallraven?

Product Review

Brand Perception

Recommendations

Value for Money

Overall Brand Review

Fjällraven drives organic social traffic to the site through their “How To” video series on YouTube. These tutorials resonate with the target audience, on average each video generates 163K video views.

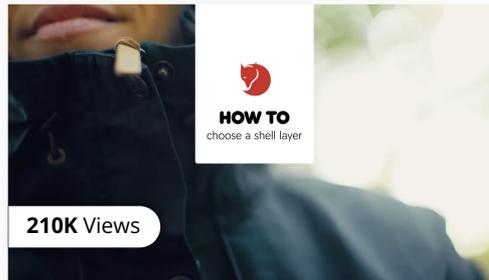


How to wash your Kånken | Care and repair | Fjällräven

466,091 views • 16 Apr 2018

6.8K 132 SHARE SAVE ...

[Click to view](#)



How to choose a shell layer | Fjällräven

210,912 views • 23 Dec 2020

982 155 SHARE SAVE ...

[Click to view](#)

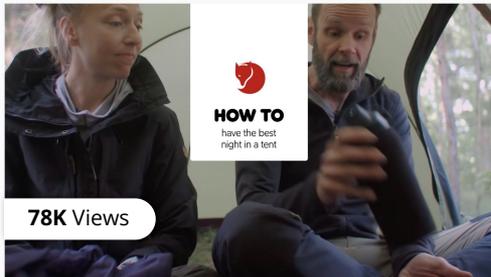


Fjällräven - How to wax G-1000 Hybrid Garments

83,882 views • 9 Apr 2015

186 7 SHARE SAVE ...

[Click to view](#)



How to have the best night in a tent | Fjällräven

77,759 views • 30 Jul 2020

732 53 SHARE SAVE ...

[Click to view](#)



How to choose trousers | Fjällräven

73,628 views • 26 Apr 2021

864 48 SHARE SAVE ...

[Click to view](#)



How to choose a mid layer | Fjällräven

71,108 views • 3 Dec 2020

673 52 SHARE SAVE ...

[Click to view](#)

Key Takeaways

In August 2021, Fjallraven saw a +46% increase MoM in social web traffic, where mobile made up 81% of social web traffic. This increase was driven by the following factors:

- **Giveaway Ads on Instagram & Facebook:** Fjallraven increased their social media ad spend budget by +238% in August 2021, where 45% of the budget was allocated towards giveaways. In August, the brand ran a Kånken backpack giveaway where there was a winner everyday.
- **subreddit Mentions:** Fjallraven is commonly discussed on various subreddits related to male fashion, thrift finds, camping gear and a popular forum called “r/BuyItForLife” where redditors discuss durable and quality made products that are made to last a lifetime. Users who post about Fjallraven tend to discuss the brand’s environmental impact, product reviews, thrifting finds, and recommendations.
- **“How-To” YouTube Videos:** Although the brand did not run any YouTube ads in 2021, they drove social traffic to the site through their “How To” video series where they teach viewers how to wash their Kånken, how to choose a shell layer, and more. On Average, these videos generate over 163K views per video.