



# CASE STUDY

## THE COFFEE BEAN AND TEA LEAF



## THE STUDY

The Coffee Bean & Tea Leaf is an American coffee chain founded in 1963 that has grown to over 1000 self-owned and franchised stores in the United States.

### THE CHALLENGE:

Due to the high volume of mobile searches for brick and mortar locations, The Coffee Bean and Tea Leaf's paid search account struggled to drive ecommerce sales efficiently. When the spend was increased to drive more revenue, the ROI dramatically decreased to a diminished return.

### TRADITIONAL SOLUTION:

The intent of many mobile users is to find the nearest brick and mortar location - not to purchase ecommerce products. Therefore, bid down on all mobile devices to increase ROI efficiency.

### FOOD FOR THOUGHT:

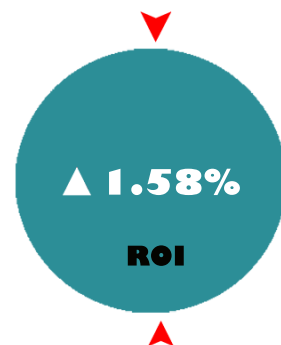
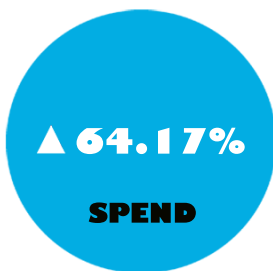
In 2015, Google announced that mobile searches surpassed desktop searches for the first time. Will the limitation of all mobile users hurt revenue potential?

### OUR SOLUTION:

We gathered the zip codes of all The Coffee Bean and Tea Leaf locations. For users who were in range of a location and on a mobile device, we placed a bid reduction. For all other mobile users, we increased the bids.

## THE RESULTS

(OVER A 15 DAY PERIOD)



NOTE: The new mobile strategy allowed for a 64% spend increase with virtually no impact on the ROI.

