

THE STUDY

The Brand

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 store locations, The Coffee Bean and Tea Leaf's paid search account struggled to drive efficient ecommerce sales.

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

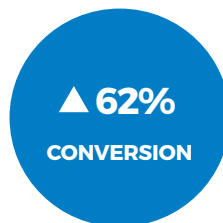
It's important to consider customer intent with any channel. Many visitors to a mobile site are hoping to accomplish something other than a purchase. As a result, many marketers may choose to bid down on all mobile searches to improve ROI.

Our Solution

Bids were adjusted relative to Coffee Bean and Tea Leaf physical store locations. Bids were lowered for any searches from a mobile device when near a store. Bids were increased for all other mobile searches.

THE RESULTS

(New Audiences vs. Traditional)



The new mobile strategy allowed for a 64% spend increase at an improved ROI

