

Industry: Retail



WITHIN

Retail coffee brand brews up a storm and attracts new customers

Challenge

Due to the COVID-19 pandemic, most commuters started working from home in March of 2020, which put an abrupt halt to their daily coffee shop visits. To compensate for the dramatic dropoff in sales, this global coffee retailer needed to pivot quickly and find a new way to connect with their customers.

Quantcast

Solution

The coffee company's marketing team turned to WITHIN, a performance branding company that helps leading global brands solve for a wide variety of complex challenges, to help them find a new way to engage with their customers. Fortunately, the coffee company was one of the first entrants to the direct-to-consumer (DTC) space, having offered a subscription coffee service to its customers for more than 10 years. This subscription service was the perfect opportunity to help their customers stay connected while getting their daily java fix in the comfort of their own homes.

By analyzing the rich, granular audience data available within the Quantcast Platform, WITHIN's team discovered that the company's existing coffee subscribers had an unusually high affinity for topics such as "gardening" and "home improvement." These were topics that the brand hadn't previously associated with their audience, or leveraged as part of their campaign development and planning. These audience insights from Quantcast proved so valuable that they now provide the foundation for how the brand identifies and reaches out to audiences across other platforms.

Key results

2x

Increase in coffee subscriptions

2x

Increase in holiday coffee gift purchases year-over-year

Results

The coffee brand's subscription business has doubled, driven in large part by Quantcast's unique real-time data and its close collaboration with the expert team at WITHIN. In addition, the brand was able to leverage the Quantcast Platform to promote their coffee-based gifts over the holiday season, which helped them double their sales over the season, compared to the previous year.

"To best service clients today, media firms need access to reliable real-time information in order to make the best decisions and recommendations for each account. Adding Quantcast and their unique insights to WITHIN's portfolio of partners has enabled us to consistently exceed campaign targets. We're excited to continue our work with Quantcast across a wide range of sectors, helping more brands take advantage of the opportunity to reach new audiences online."

Joe Yakuel
Chief Creative Officer
WITHIN
