

CASE STUDY



Burke Brands Increased YoY Revenue by 33% with Sponsored Brands Campaigns

Channel



Amazon

Industry



Food & Drink

Target/Goal



Expand Online Presence
& Increase Growth

The Situation

High-quality organic coffee company, Burke Brands, has always identified at its core as coffee growers. Headquartered in Miami, they have multiple small-batch coffee roasting and packaging facilities, as well as a state-of-the-art cupping lab.

Despite priding themselves on the highest quality coffee and commitment to freshness, having a superior product is only a small piece of the marketing puzzle. Since Amazon is the destination for more than 54% of all product searches, **focusing on this audience on Amazon as opposed to on a traditional brand website was essential to their continued growth.**

Opportunity Identified

Looking to grow sales and defend their company's position from its competitors, Burke Brands knew Amazon was only going to continue to grow in relevance and importance. "Amazon had become a full-time job, but it was definitely worth it," Burke Brands CEO, Darron Burke said. "We could see the return, we could see the sales and the building of brand equity, but we were learning as we went, and it was not extremely organized."

With little digital presence and being generally unestablished with Amazon, they reached out to ROI Revolution for guidance.

Our Expertise in Action

With established brands already entrenched on Amazon, along with a multitude of "fly-by-night" brands popping up and Amazon's own private label offerings, playing brand defense and focusing on competitor searches was critical to ensure Burke Brand's success on the platform.

The first step was to **identify the category terms that were successful in their current ads.** Next, the team determined that Sponsored Brands was a great way to gain better traction through **targeted branding campaigns** that led customers to their Amazon Store, where they could learn more or make a purchase.

Results



33%

Increase in YoY
Revenue



19.4%

Increase in Average
MoM Revenue
Growth

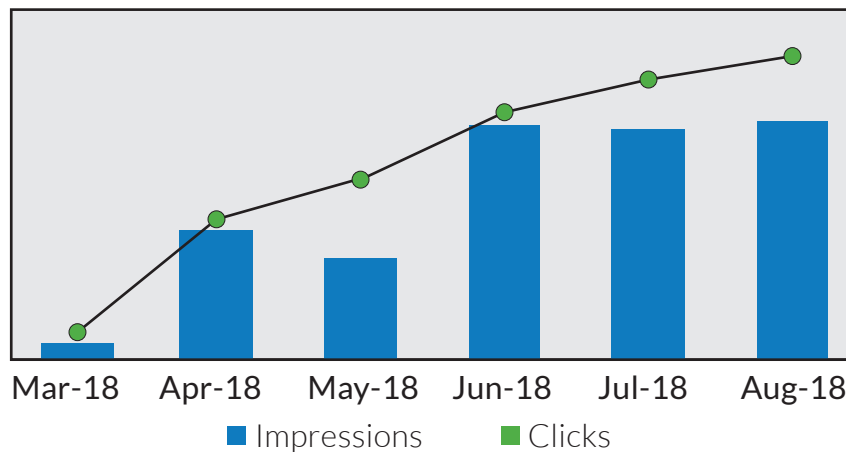
Continued Our Expertise in Action

With a heavy focus on these Sponsored Brand campaigns around highly competitive keywords, Burke Brands was able to reach new customers who were searching more broadly for organic coffee, but not a particular brand. The team reached a previously untapped gold mine of **new potential customers every month who knew what they wanted but didn't yet know who to buy it from.**

Results Achieved

Since implementing Sponsored Brands campaigns in April 2018, **impressions have grown over 4,000% and click volume has increased by more than 15X!** Additionally, **year-over-year (YoY) revenue increased 33%** and **average month-over-month (MoM) revenue growth increased 19.4%**. This growth helped drive Burke Brands to their five most successful months ever on Amazon. Additionally, their flagship offerings, Cafe Don Pablo and Subtle Earth Organic Coffee, have begun to establish themselves as prominent coffee brands.

"Overall sales have been growing basically nonstop, every day, every week, and every year," said Burke.



Impressions up

>4000%

15X

Click Increase
in 5 Months



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