Kaya Kopi
Case Study

We partnered with Kaya Kopi to create a digital marketing strategy for their e-commerce launch. Our campaign has made Kaya Kopi the number one Kopi Luwak provider in the United States.
Kaya Kopi's Growing Pains

A Commodity Item

Kopi Luwak is the most expensive and luxurious coffee in the world. Kaya Kopi needed a way to market their coffee as such. Why would someone pay $25 for a cup of coffee, when they can get one for $5? Kaya Kopi needed a solution to stand out as the exclusive, premiere coffee that has an exquisite taste you cannot find anywhere else.

E-Commerce Sales

Kaya Kopi sources its coffee from the Aceh Gayo Highlands of Sumatra, Indonesia. While Kaya Kopi had captured the local markets in Indonesia, they wanted to reach other parts of the world and take their business to the next level. They needed an online presence and they needed to develop a marketing plan to grow their sales and following in other parts of the world, specifically in the United States. We were thrilled and set our team of expert strategists and designers to work.
Our Solution
Search Engine Marketing

After building Kaya Kopi a beautiful website, it was time to drive sales. Our Strategy & Discovery sessions unearthed inexpensive keywords on Google such as “Civet Coffee.” We realized we could bid on keywords and win them at low prices, because their was an untapped market. We began running Google AdWords and Google Shopping Ads for Kaya Kopi.

After testing and optimizing, the ads proved a 340% return on investment in just three months.

8% Click Through Rate

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR (%)</th>
<th>Avg CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee bean 40ct</td>
<td>50</td>
<td>1,000</td>
<td>0.5%</td>
<td>$0.10</td>
</tr>
<tr>
<td>Vanilla coconut ice cream</td>
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<td>500</td>
<td>0.6%</td>
<td>$0.15</td>
</tr>
<tr>
<td>Hot black tea</td>
<td>20</td>
<td>400</td>
<td>0.5%</td>
<td>$0.12</td>
</tr>
<tr>
<td>Lemonade</td>
<td>10</td>
<td>200</td>
<td>0.5%</td>
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</tr>
<tr>
<td>Iced coffee</td>
<td>5</td>
<td>100</td>
<td>0.5%</td>
<td>$0.20</td>
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<tr>
<td>Honey-pine coffee cream</td>
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<td>240</td>
<td>0.5%</td>
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<td>Hot tea blend</td>
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<td>Maple syrup</td>
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<tr>
<td>Honey-pine coffee cream</td>
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<td>$0.16</td>
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<td>$0.12</td>
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</table>
Cross-Channel Execution

While kayakopi.com was generating traffic, we also put Kaya Kopi on the map with cross-channel execution. We listed their products on trusted platforms such as Amazon and Walmart, which we have done for many clients before, so that more customers were viewing their products everyday. We grew an email list and retargeted people who shopped on these platforms to come to the site directly. This drove higher profit margins and awareness of the brand.

Amazon and Walmart sales generate hundreds of thousands of dollars for Kaya Kopi each year.
Walmart Listing:
“Dunne Marketing has a magical mix of strategy, design and technology that completely transformed our coffee business”

Thomas Barrett

CFO of Kopi Luwak.
Results?

We’re proud to say that over the course of this campaign, Kaya Kopi went from being a local coffee farm to a worldwide seller, featured on many e-commerce platforms, and raking in 7x revenue after working with Dunne Marketing for just one year.
Scope of Work

E-Commerce

- Development of SquareSpace Website
- Amazon Fulfillment and Listings
- Walmart

Digital Marketing

- Branding Strategy
- Social Media Management
- Social Media Marketing
- Search Engine Marketing
- Email Marketing
We're Ready.

If you have a creative challenge for the Dunne Marketing team we'd love to hear from - so let's continue the conversation.

WEB DUNNEMARKETING.COM