

Volcanica

Volcanica began in 2004 with the idea of sourcing the best coffee from around the world— no matter what. Turns out the best beans come from mountainous regions above 3000' elevation, where the volcanic soil, cool mountain air and moisture nourish the coffee plants and help produce the highest quality, flavorful beans. With roasting operations out of Atlanta, GA, Volcanica ships more than 130 premium coffee varieties to customers the world over.



Overall revenue increase of

700%

in a 6 month comparison of before and after our partnership



\$7.70

Back for Every \$1 Spent on Advertising

Revenue increased from

\$10,000 to \$81,000

in a 6 month comparison of before and after our partnership

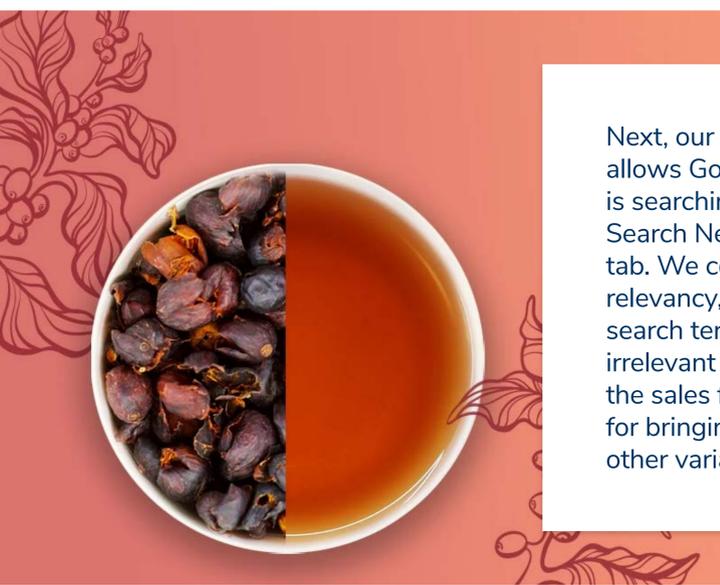
"I was doubtful in the beginning, but LP proved that advertising on Google can be profitable. I remember using AdWords when it first launched, but we never got results and quit experimenting 4 years ago. So when LP reached out last year, I challenged them to prove me wrong about Google Ads— and as it turns out— they did. After the initial 3 month trial, they proved the return-on-ad-spend was worth it. I was hooked. Google Ads has become so complex that it requires a professional campaign manager, and the LP team has the knowledge to do it."

-Maurice Contreras, Founder & CEO of Volcanica

The Strategy

When Volcanica started working with LP, the coffee company had only one shopping campaign for all of their products. Due to product margins, it was imperative for Volcanica to keep the cost-per-acquisition (CPA) at a minimal level. At the time, Volcanica wanted to focus on their higher profit, ultra-premium products, which we advised against. By not showing the breadth of their product line meant losing out on certain audiences looking for coffee as a commodity. We showcased the entire lineup on Google Shopping, which allowed for more advertising opportunities, and therefore, more chances to convert.

We continued our efforts by segmenting Volcanica's roasted coffees into single product ad groups (SPAGs) to better control the ad spend that was budgeted per product. This allowed our team to push their brands with quicker turnover, while pulling back on products with a lower return. From there we leveraged our data feed management dashboard, FeedLogic, which enabled Volcanica to A/B test products within the feed and show up for specific audiences intended for each ad. In this case, knowledge is definitely power.



Next, our team utilized a dynamic search ads (DSA) campaign, which allows Google to write headlines and URLs in the ads based on how a user is searching. This let our team maintain a targeted presence on the Google Search Network and capture customers who don't use the shopping tab. We continued to monitor the search terms report to ensure search relevancy, which kept our CPA at a modest level. We added applicable search terms from the DSA to our search campaigns, while removing irrelevant terms. This shifted the terminology toward people further down the sales funnel (for example, Volcanica's "Civet Cat Coffee" was notorious for bringing in useless searches about cats— once we added "cats" and other variations of this word to the negative keyword list, traffic improved).

We worked for Volcanica like our own business was on the line...because it was. It took a leap of faith and a lot of trust to get where we are, but it worked. The company's founder, Maurice, acknowledged that working together is a learning process, and it takes continual tweaks to hone in on an effective strategy. Volcanica knows their business better than anyone, so they would frequently propose new angles based on industry trends. During the COVID-19 pandemic, they noticed a few competitors closing up shop, so we ran a competitor campaign redirecting that branded traffic back to Volcanica.

Results

In the first 30 days of working together, Volcanica saw 131 conversions from a humble budget. In terms of return-on-ad-spend (ROAS), Volcanica made \$6 for every \$1 spent on advertising—a 6x return! By 90 days in, we had made 425 sales and increased Volcanica's return-on-ad-spend to \$7.70, while dropping the cost-per-acquisition down significantly— hitting Maurice's original goal of keeping the CPA at a minimal level. Overall revenue for Volcanica has increased by 700% in a 6 month comparison of before versus after they started working with us— from \$10,000 to over \$81,000



Ready to Find Out
What Makes Us Different?



GET STARTED NOW

1.800.875.2129 | info@logicalposition.com

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