

HOW OTTEN COFFEE INDONESIA OPTIMIZED THEIR PERFORMANCE MARKETING WITH THE HELP OF WINDSOR.AI



"Thanks to Windsor.ai we can compile data from multiple channels into one place and give an "apple to apple" attribution to compare each of the channels performance."

Jhoni Kusno
Chief Executive Officer
Otten Coffee

BACKGROUND

Otten Coffee was established in 2015, starting off its business as an online store selling coffee beans, tools, and equipment. Today, it has made a name for itself and is one of Indonesia's leading coffee E-commerce business. The company caters to the needs of a range of customers, including: homebrewers, office workers, baristas, coffee shops, and others.

What started as a humble venture for a passion for coffee in Medan, has led Otten Coffee to Jakarta, and the company is excited to see where their journey goes from here.

CHALLENGE

OTTEN COFFEE needed full transparency into the marketing performance and optimisation potential across channels and campaigns

OTTEN COFFEE uses among others the following marketing channels

- Google ads (shopping and search)
- Facebook
- Email marketing
- Remarketing (Google Display Network, RTB House, Criteo)

Otten Coffee is advertising across many different channels which include Google Ads, Social Media, Retargeting, Content, Affiliates and Programmatic Display. The marketing team wanted to easily see the ROAS from all channels in one place and optimise based on data-driven attribution. Relying on ad platform attribution (paid-search and paid-social) lead to double counting of conversions and made an apple to apple comparison of the campaign and channel performance impossible.

Otten Coffee at a glance

- Founded in 2015
- Indonesia's first vertically integrated coffee company to use an omni-channel approach, with a mission to #MengopikanIndonesia
- Indonesia's leading coffee E-commerce business selling coffee beans, tools, machines, and many other coffee-related items
- Otten's 5 lines of business: coffee sourcing, coffee roasting, E-commerce, smart retail, fore coffee

SOLUTION

Windsor.ai connected to all of OTTEN COFFEES marketing platforms. Windsor.ai pulls in the customer journeys and does attribution modelling. Windsor.ai - Attribution Insights connects the marketing spend to the attributed revenue.

Source	Attributed conversions	Last touch conversions	First touch conversions
rtbhouse	29.63	22.00	7.00
google	12.27	0.00	1.00
riteo	16.30	17.00	10.00
facebook	3.40	3.00	4.00

Performance Insights for Remarketing Channels

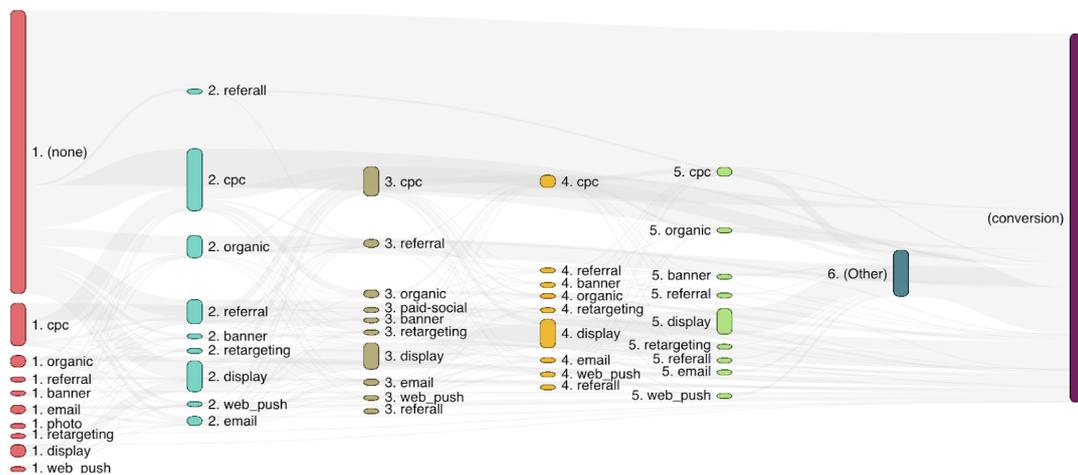
OTTEN COFFEE has full transparency for the first time into the marketing spend and performance across all channels.

Windsor.ai's data driven attribution algorithm provides the attributed conversions along the full customer journey.

Then Windsor.ai software matches the attributed performance to the costs from all platforms so it's easy to see the ROI from all channels.

Results

- OTTEN COFFEE for the first time has full transparency into all its marketing spend and performance.
- OTTEN COFFEE has saved large sums while increasing sales. Return on ad-spend has increased significantly.
- OTTEN COFFEE has been able to reduce unprofitable campaigns and vendors and can easily optimise in a very granular way.



Customer Journeys visualised

Windsor.ai makes it easy to drill down in every customer journey in detail. The software also gives prioritized time-saving recommendations on how to optimise the marketing ROI.