



CASE STUDY

ROI OF
2.3%



COSTA COFFEE

With the UK coffee market being highly competitive, Costa Coffee created a new series of limited edition roasts and took it to the people to try the new blend.

Members of their Costa Coffee Club loyalty program were mailed a VIP premium pack containing samples of the new blends to try at home and a gift card inviting them to taste the new roast in store.

\$694,966
INCREMENTAL REVENUE

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