

How Intentwise Helped Café Britt Achieve 50% Growth in Year-End Sales

Overview

Café Britt has been a leading purveyor of gourmet coffee for more than three decades. Based in Costa Rica, the company started by giving residents and visitors to the country access to previously unavailable high-quality beans. Now they've expanded to more than 35 countries.

The company's coffee is picked, roasted, and packed in its country of origin, and the business model emphasizes the efficient use of natural resources as well as sustainable growing and harvesting practices that honor the planet and protect workers. Café Britt sells hundreds of gourmet products, including coffee, chocolate, and cookies.

The Challenge: Navigating a Crowded Amazon Marketplace

While Café Britt does substantial sales through its own website and in more than 150 retail stores, the company views Amazon as an essential channel for remaining competitive.

Felicita Valverde, Café Britt's International Key Account Manager, is an expert on international shipping and exporting, but knowing how to grow a business on Amazon presented a different kind of challenge. "I really saw that we needed a third party, because there was a lot of information that I couldn't find online and that I couldn't learn by myself," Felicita says. "I reached out to the people of Amazon here in Costa Rica, but there's only so much information they can give you."

The Solution: Intentwise's Technical Know-How and Focus on KPIs

After talking with several third-party companies that couldn't answer her technical questions, Felicita selected Intentwise for its expertise and ease of use. Intentwise grasped Café Britt's goals for revenue, profitability, and keeping marketing costs under control.

"The packages Intentwise offered were reasonably priced, and they were able to tailor each of their offerings to our needs," Felicita says. "Through the dashboards and reporting, we can easily get our data right away. Plus, they encouraged us to focus on useful KPIs, including 'new to brand,' which has to grow if you want to expand your customer base."

The Results: Tremendous Growth and Streamlined Service

Intentwise restructured the campaigns Café Britt was running on Amazon in ways that made sense to Felicita. **"It really showed how much they know about the Amazon Advertising,"** she says. With the help of Intentwise, Café Britt saw growth of over 50% in its year-end 2020 sales, covering November and December.

More recently, insights from Intentwise made it clear that not enough Amazon customers were coming back to reorder from Café Britt. Around 50% would place one order and then drop off the radar. The company is hoping to raise the percentage of customers making continuous orders from 50% to 80%. To increase repeat sales, Intentwise has launched a retargeting option through its demand-side platform, prompting previous Amazon customers with ads a few weeks after their original purchase.

"That's a huge service," Felicita says. "Giving the customer a visual and timely reminder that maybe they need some more coffee."

Felicita praises Intentwise for bringing order and structure to the Amazon side of Café Britt's business. "It's like the *For Dummies* books, and I say that in a good way. It's just a click of a button to make most changes, and for all of my team members who might be using the platform, it's very helpful that it's easy to navigate."

Partnering with Intentwise Enabled Café Britt to:

- Increase year-end sales by 50%
- Improve decision-making through real-time data and streamlined reporting
- Introduce retargeting for customer retention