Case Study

javvy™

Javvy Coffee partners with YouTube Creators to drive 50% higher conversion rates on Demand Gen

Retail
AMER - United States • javvycoffee.com

Influencer Agency: Influencer





The Challenge

Javvy Coffee is a direct-to-consumer (DTC) brand that was looking to use YouTube as a performance lever to acquire new customers for one of its hero products: Javvy Protein Coffee.

The Approach

Javvy and Influencer collaborated to drive new customer acquisition for Javvy Protein Coffee through strategically partnering with YouTube Creators. Javvy briefed Creators on key messaging of the campaign, while encouraging each Creator to stay true to their voice and authentically showcase how Javvy Protein Coffee improved their daily lives. This resulted in impactful and trustworthy Creator content that Javvy amplified as Creator partnerships boost in its Demand Gen Campaigns.

Partnering with Influencer: Influencer led Creator sourcing for Javvy to discover Creators that would produce best-in-class YouTube Shorts that would highlight Javvy's limited-time offer on Javvy's premium instant protein coffee.

The Results

Creators drove strong performance for Javvy. The top performing Creator video drove 70% more impressions than the second most viewed video during the same time period. Additionally, the Creator campaign drove 50% higher conversion rate compared to other Demand Gen Campaigns running at the same time. Javvy also used this campaign to generate Creator audience to supplement its paid media targeting efforts. Based on this success, Javvy will continue to test and learn with Creators for future marketing efforts with YouTube.

> *"When a Creator works, it's more incremental than just a normal in-house video because of that built-in user trust and engagement."*

Jacob Tayrien
Senior Google Ads Buyer, Javvy Coffee

70%
More impressions than the second most viewed video

50%
Higher conversion rate compared to other Demand Gen Campaigns

Primary Marketing Objective

Awareness & Brand Consideration

Featured Product Area

Demand Gen: YouTube & Creator content/partnership ads

influencer

YouTube

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