The background is a dark, abstract composition with various elements related to coffee and fitness. It includes several coffee beans, a protein shaker with the word 'PROTEIN' on it, a person running, and various geometric shapes and lines in shades of blue, purple, and grey.

Case Study: Boosting Sales & Brand Visibility for a Coffee with Protein Brand

Transforming an Amazon Health Beverage Brand with Strategic Ecommerce Solutions

Executive Summary

Click Coffee Protein, a unique protein coffee blend brand, faced stagnant sales and limited visibility on Amazon despite offering a premium, niche product. Upon partnering with SEO Geniuss, the brand witnessed a remarkable transformation in both sales' performance and online presence. Through comprehensive listing optimization, creative A+ Content, targeted Amazon PPC campaigns, and multichannel expansion, SEO Geniuss helped Click Coffee Protein increase Amazon sales by 30% within 90 days and scale effectively across Walmart.

30%

Amazon Sales Increase

Within 90 days of partnership

25%

New Revenue Channels

Walmart and Shopify contribution

60%

Review Growth

Increase in product reviews

Introduction

This case study highlights how SEO Geniuss helped the brand rejuvenate its Amazon presence and establish a strong foundation across multiple ecommerce platforms. The brand, which combines gourmet coffee with protein-rich nutrition, needed a strategic push to improve discoverability, educate potential customers, and convert traffic into loyal buyers.

The Challenge

A premium product struggling to reach its target audience in a competitive marketplace

The Solution

Strategic optimization and multichannel expansion to unlock growth potential

Background

The Brand caters to health-conscious coffee lovers, offering a product that combines the energy of premium espresso with 16 grams of protein. While the brand had an established base of loyal customers, its Amazon sales began to plateau due to poor product visibility, minimal brand storytelling, and underperforming ad campaigns.



Premium Espresso

Gourmet coffee quality



16g Protein

Protein-rich nutrition



Health-Conscious

Target audience focus

Challenges

Limited Search Visibility

Listings were not SEO-optimized, leading to low organic rankings.

Weak Branding

Lack of A+ Content and enhanced visuals meant poor engagement and brand recall.

Unfocused PPC Campaigns

Existing ad campaigns were costly with low ROAS.

Low Customer Education

Benefits of the product were not clearly communicated.

No Marketplace Expansion

The brand was only active on Amazon, missing out on Walmart.

SEO Genius's Strategic Approach

01

Amazon Listing Optimization

- Conducted detailed keyword research focused on health, wellness, coffee, and protein categories.
- Rewrote product titles, bullet points, and descriptions to improve discoverability and conversion.

02

A+ Content & Visual Branding

- Designed visually rich A+ Content to tell the brand story and showcase benefits.
- Upgraded product images with lifestyle shots, infographic overlays, and comparison charts.

03

PPC Advertising Overhaul

- Launched segmented Sponsored Product, Brand, and Display campaigns targeting specific audience groups.
- Focused on high-converting long-tail keywords and retargeting strategies to reduce ACoS and boost ROI.

04

Customer Engagement & Reviews

- Encouraged review generation through automated post-purchase follow-up campaigns through our automated tools.
- Addressed FAQs and added a detailed FAQ section in listings to reduce customer hesitation.

05

Multi-Platform Expansion

- Set up and optimized Walmart listings with keyword-rich content.
- Designed a branded Shopify store for DTC customers, integrating email capture and subscription options.

A+ Content & Visual Branding Transformation

Designed visually rich A+ Content to tell the brand story and showcase benefits. Upgraded product images with lifestyle shots, infographic overlays, and comparison charts.

As a protein meal replacement shake enhanced with real espresso coffee and essential vitamins, CLICK serves as a meal substitute for breakfast or lunch, aiding in successful weight management.

The enjoyable formula can be consumed hot, cold, or blended, supporting health while reducing daily calorie intake.



Brand Storytelling

Enhanced visual narrative to connect with customers

Lifestyle Imagery

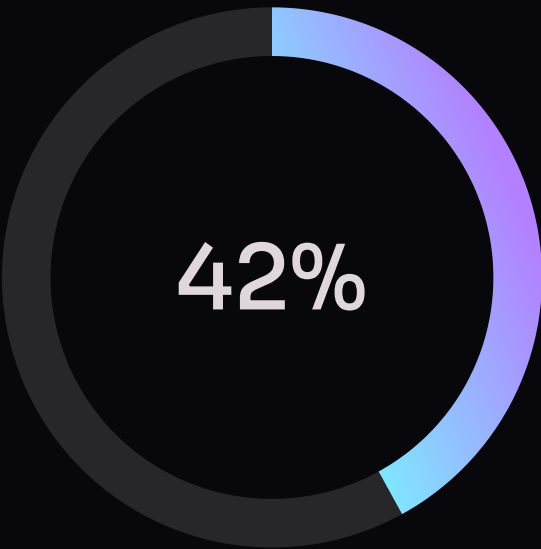
Professional product photography showcasing use cases

Infographic Design

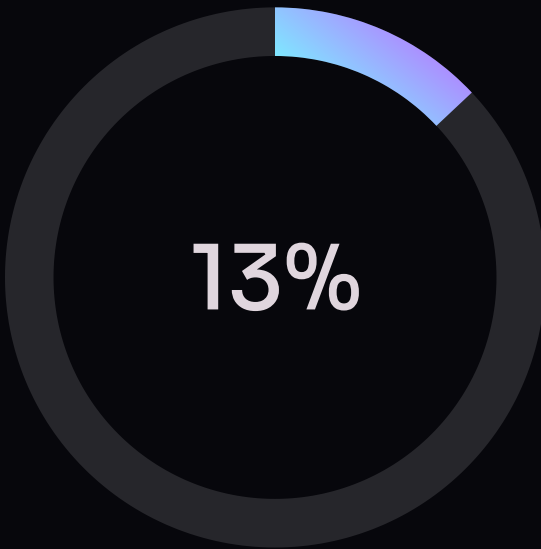
Clear benefit communication through visual elements

PPC Advertising Success

Launched segmented Sponsored Product, Brand, and Display campaigns targeting specific audience groups. Focused on high-converting long-tail keywords and retargeting strategies to reduce ACoS and boost ROI.



Conversion Increase
Improved ad performance



ACoS Reduction
Lower advertising costs

Date
 Custom
 12/1/2024 12/30/2024

Sales breakdown
 Marketplace total

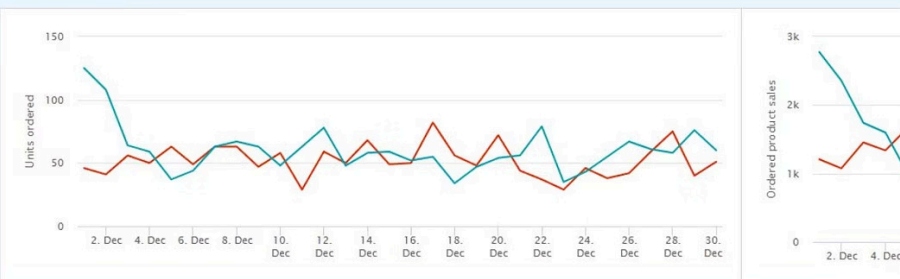
Fulfillment channel
 Both (Amazon and seller)

Apply

Sales Snapshot taken at 6/30/2025, 7:36:12 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,538	1,816	\$47,987.65	1.18	\$31.20

Compare Sales



Date
 Custom
 4/1/2025 4/30/2025

Sales breakdown
 Marketplace total

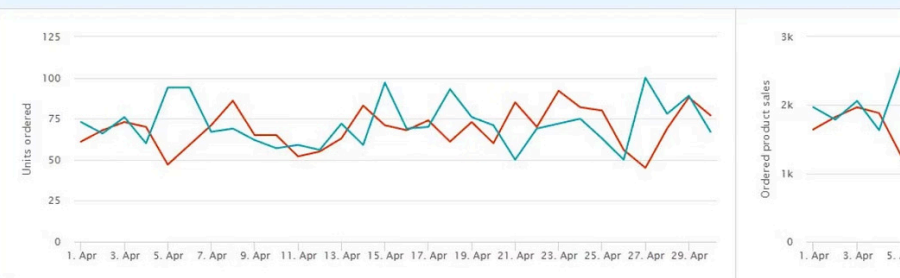
Fulfillment channel
 Both (Amazon and seller)

Apply

Sales Snapshot taken at 6/30/2025, 7:37:00 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,789	2,153	\$58,447.47	1.2	\$32.67

Compare Sales



Results & Impact

Amazon Sales Increase: 22% growth in revenue within 3 months

Improved Organic Rankings

Top 3 position for major keywords like "protein coffee" and "coffee with protein"

Enhanced Ad Performance

42% increase in conversions and 13% drop in ACoS

New Revenue Channels

Walmart and Shopify now contribute 25% of total monthly sales

Customer Engagement

Product reviews increased by 60% with an average rating of 4.7+

Client Testimonial & Conclusion

"SEO Genius brought a new level of energy and expertise to our ecommerce presence. Their deep knowledge of Amazon's algorithm, attention to branding, and targeted ad strategies completely changed the game for us. We saw real results quickly, and now we're growing on multiple platforms with confidence."

— Marketing Director, Click Coffee Protein

Conclusion

The Click Coffee Protein case exemplifies how a data-driven, creative, and multi-platform approach can redefine success for niche CPG brands. Through listing optimization, storytelling, advertising expertise, and platform expansion, SEO Genius enabled Click Coffee Protein to elevate its online presence and unlock significant growth.

