



# How PJ's Coffee Leveraged Per-Location Marketing to Increase Same-Store Sales



## +49%

Increase in same-store revenue YoY

## +53%

Increase in transaction volume YoY

## 3,027,762

New potential guests introduced to PJ's branded offerings

PJ's Coffee stands out as one of the fastest-growing retail coffeehouse chains in the United States, propelled by its dedication to cultivating warm experiences and enduring relationships within local communities. With a system spanning over 170 locations, the brand recognizes the critical importance of tailoring its marketing efforts to suit each location's unique characteristics, thereby driving increased sales and reinforcing its strategic mission.

### The Challenge

As PJ's Coffee expands beyond its 170+ locations, the marketing team aims to enhance transparency regarding per-location ad fund utilization and results. Despite the brand's success, many franchisees were independently managing local marketing efforts, leading to potential revenue loss and inconsistent brand messaging.

Lacking a centralized platform for managing brand and local marketing initiatives, the brand team faced challenges in understanding the effectiveness of local campaigns and ensuring brand consistency across locations.



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Chief Marketing Officer:

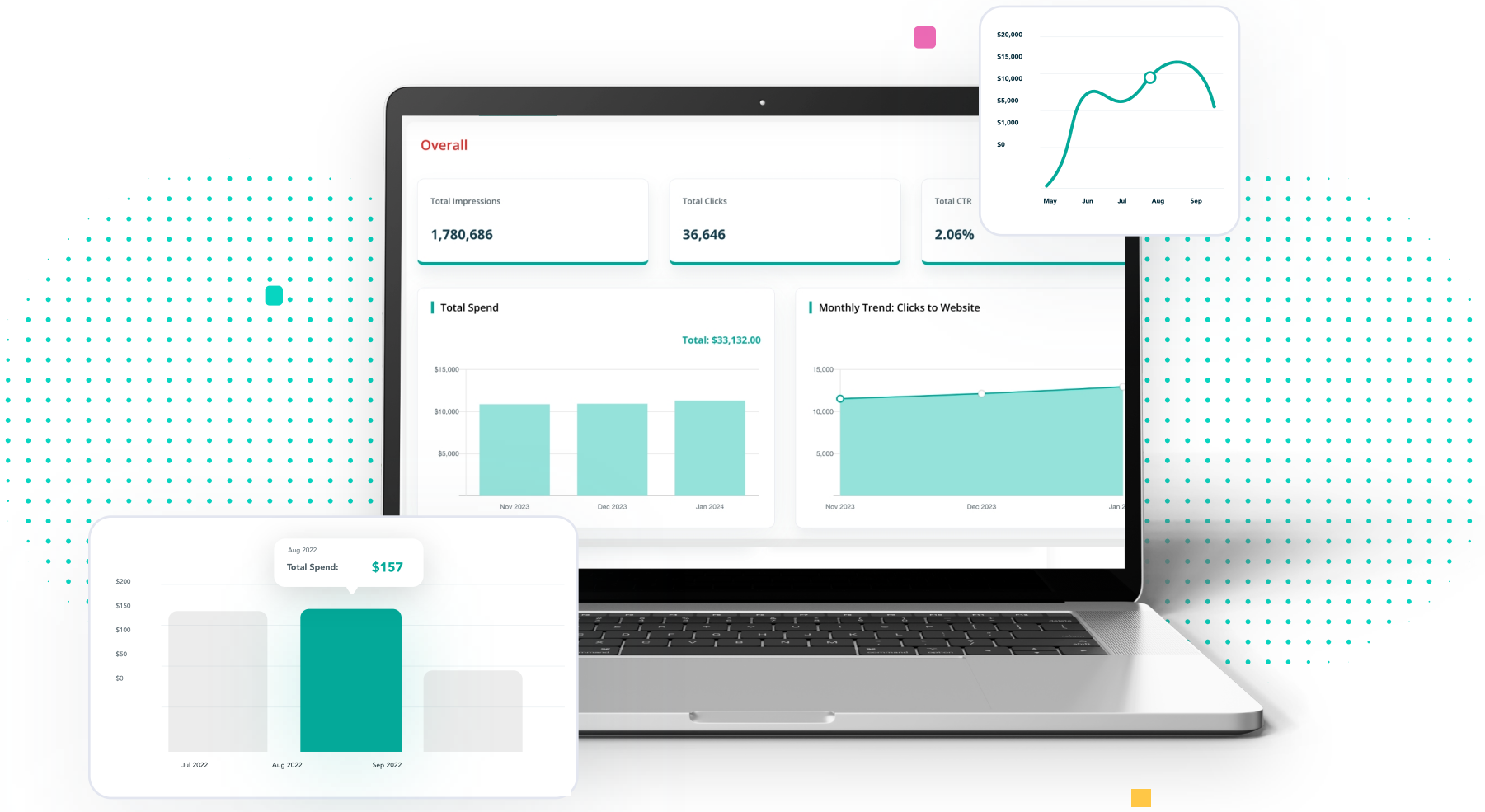
Leslie Monson

We pride ourselves on the support we provide our franchisees, and understand that a locally relevant brand message that connects with the consumer, drives more sales. With Hyperlocology, we're able to address each location uniquely, and also provide collaborative options for our franchisees - from creative selections to features like Brand Match that incentivize franchisees to invest alongside our national ad fund brand budgets. We're excited by the results, and thrilled with the trust and transparency we're building with our franchisees.

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### The Solution

Aligning with system needs and goals, PJ's Coffee selected Hyperlocology as its multi-location marketing platform to execute customized digital brand marketing strategies for each location and streamline local franchisee marketing efforts. Collaborating with a dedicated Customer Success partner and their team of Hyperlocologists, PJ's Coffee maintains strategic oversight of paid digital marketing while addressing the unique needs of individual franchisees.



Through Hyperlocology's comprehensive platform, PJ's Coffee implements a holistic marketing strategy encompassing ad fund allocation and multiple channels, such as Google Search, Display and Video, Facebook, Instagram, Waze, and digital out of home. This approach aims to enhance awareness, consideration, and purchase intent for every location, supported by real-time access to spend and performance data.

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VP of Brand

Reid Nolte

In order to provide a best-in-class experience to our franchisees, we needed advertising options to be streamlined. With Hyperlocology we're able to drive strategy while providing our franchisees with cross channel, full funnel programs and campaigns that they can invest in, and get location-level reporting, all in a few clicks - and in one place. It's been a game changer for us!

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### Launching campaigns went from a lengthy approval processes, to a few clicks

With Hyperlocology, the brand team executes marketing campaigns custom for each location. Franchisees can launch custom advertising across multiple channels in a few clicks. The brand team and Hyperlocology meet weekly to discuss strategy and new campaigns. When a new campaign is to be made available to franchisees, the brand team needs to only provide creative assets once - the rest is taken care of by Hyperlocology technology.

- Custom audiences are developed per location and leveraged for local targeting
- Brand creative assets are localized per location, with a local image or copy
- Each ad drives to the location-specific landing page (no need for consumers to use a location finder which increases conversion rates)
- Custom keywords are implemented per location
- Budgets are set and dedicated per location so each franchisees gets their equitable share



Launching a location-specific campaign used to take franchisees weeks to launch, now a new ad campaign can be live the same day.

### Communicating with franchisees is now streamlined

The initial focus of improvement centered on enhancing communication channels for reporting spend and results. Franchisees sought transparency on the performance of their ad fund contributions, while the brand team recognized the necessity for a more streamlined method to disseminate this crucial information.

With Hyperlocology, franchisees can log into their dashboard at any time to view spend and results for their location(s). PJ's Coffee utilizes Hyperlocology technology to offer AI-powered recommendations to franchisees and automate monthly emails that recap the previous month's advertising results for every franchisee.

The brand team also needed a more effective way to communicate with franchisees regarding upcoming marketing campaigns they've been enrolled in via the ad fund, or additional campaigns they can launch independently. With Hyperlocology, these tactical communications are automated, ensuring every franchisee is notified when it's time to select their preferred creative for an ad fund campaign, allocate additional budget to an existing campaign, or launch entirely new campaigns with their credit cards.

### The Results

After six months on the Hyperlocology platform, the outcomes speak for themselves. PJ's Coffee has successfully introduced new potential guests to its offerings and guided them through the marketing funnel, driving new customer acquisition, loyalty, and generating revenue.

By prioritizing a per-location approach to brand advertising and optimizing franchisees' local marketing efforts, PJ's Coffee is now well-positioned to scale and excel in local markets. The brand team maintains its strategic leadership role while empowering franchisees with expanded advertising options, greater channel access, and transparent insights into ad fund utilization.

This approach, which we term as "brand directed, locally perfected," underscores PJ's Coffee's commitment to delivering exceptional experiences tailored to each community's preferences and needs as well as driving sales.