M **Muhlert Digital.** + **NO COFFEE**

SEA Case Study:

How we Helped No Coffee Triple Their Revenue

Scaling Without the Jitters:

How we Helped No Coffee Triple Their Revenue

"The best decaffeinated coffee in the world"—that's the simple-yet-lofty goal that spawned Thuringia-based startup No Coffee four years ago. And by the accounts of more than 100,000 loyal customers, they may well have already succeeded.

Today, via no-coffee.de, the company offers decaffeinated and low-caffeine coffees for various preparation methods alongside iced-coffee drinks, accessories, and even coffee-bean subscription packages.

Decaffeinated coffee has been commonplace on supermarket shelves for some time now, so, you may wonder, how has No Coffee scaled so quickly? The answer is threefold—first, the aforementioned quality of the team's product. Second, a strong and distinctive brand identity that runs through every touchpoint—from screen to cup, as it were. And third, the team's dedication to digital-marketing excellence.
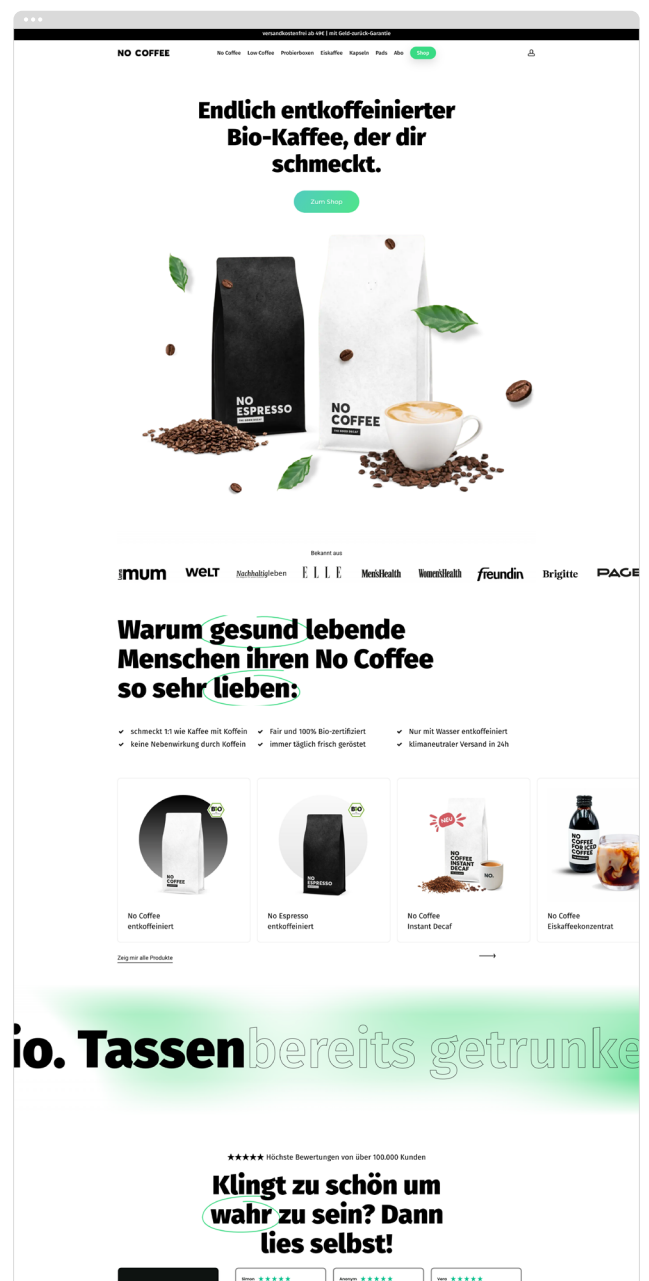
The Challenge

No Coffee, indisputably, makes great coffee. They are the experts, and we leave them to it. When it comes to marketing, however, we knew we could help. When the team came to us, the primary problem they were facing was in the tension between factors two and three in the above trifecta—and it's one that many companies today also face: how can you balance a strong brand with the kind of measurable, scalable results that a focused digital marketing campaign can deliver?

No Coffee approached us to help them address precisely that question—and to help the team capitalize on the huge potential that paid search can offer a growing D2C business like theirs.

Waking Up the Sales Funnel

Campaign Structure

Bidding

For No Coffee, we set our sights not only on increases to overall sales but on steady growth in new customer numbers—without similarly increasing acquisition costs throughout the funnel. Given the strength of No Coffee's brand, we needed to be particularly careful to split traffic between branded and generic searches in order to be sure that our results were measurable and findings actionable.

By building out No Coffee's account slowly and steadily, optimizing feed data, and covering their full portfolio of potential keywords, it became possible to scale the campaign in a natural way.

Google, generally speaking, doesn't often give us quite the level of control we'd like. And there are few places this is more evident than when trying to make sure the right keywords respond to the right user queries.
Clearly, this presents an issue when trying to separate branded and generic traffic, and it's even more problematic when dealing with a niche product like No Coffee's. In fact, an analysis of the Search Term Report (something we advise all clients to do routinely) shows that oftentimes, especially in Shopping campaigns, no distinction at all is made between caffeinated and non-caffeinated coffee.

So what can we do to regain some control here? For No Coffee, we responded with a mixture of smart-bidding strategies and either manual bidding or smart bidding with a cost-per-click limit for specific brand campaigns—depending on whether we were looking at Search or Shopping traffic.
Combined with negative keywords on generic campaigns, this allowed us to keep the two traffic clusters, along with their vastly different performance expectations, sufficiently separated in both networks of Google Ads.

Our Results

No Coffee is a rapidly growing brand, and we can't take credit for all of their recent success.
We can, however, quantify some of our input.
Our strategy of progressive optimization proved to be a winning one—and this is reflected clearly in the numbers.

No Coffee first came to us in mid 2023, and since then, we've progressively achieved remarkable results together. Our partnership has seen month-on-month improvements since its inception, to the extent that June 2024's revenue was almost three times that of June 2023.

Triple the Revenue

Revenue
+183%

YoY Changes

Conversions
+183%

2023   2024
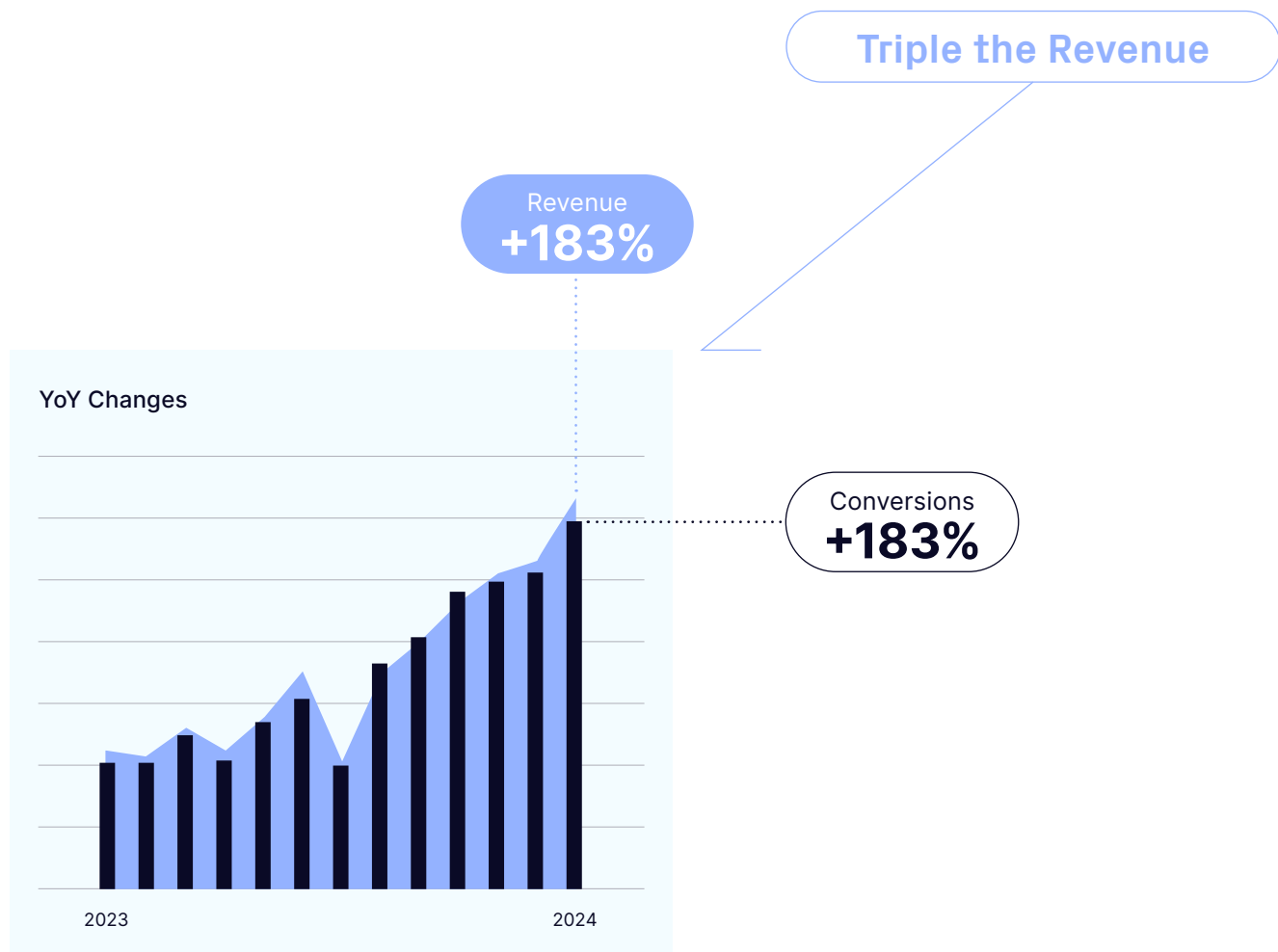
Increased revenue is great, but at what cost? We're pleased to report that it came at a very reasonable one. By focusing our efforts on controlling costs throughout our campaigns, we managed to boost revenue significantly without incurring a proportionate increase in customer acquisition costs.

While these costs did rise by about 10%, they remained well within the agreed-upon goal corridor. Furthermore, we observed that new customers acquired through generic campaigns achieved slightly higher growth compared to the already impressive results on the brand side.
This demonstrates that the additional revenue was not merely driven by cheaper brand traffic.

Stable Acquisition Costs

YoY Changes

CAC
+10%

2023   2024
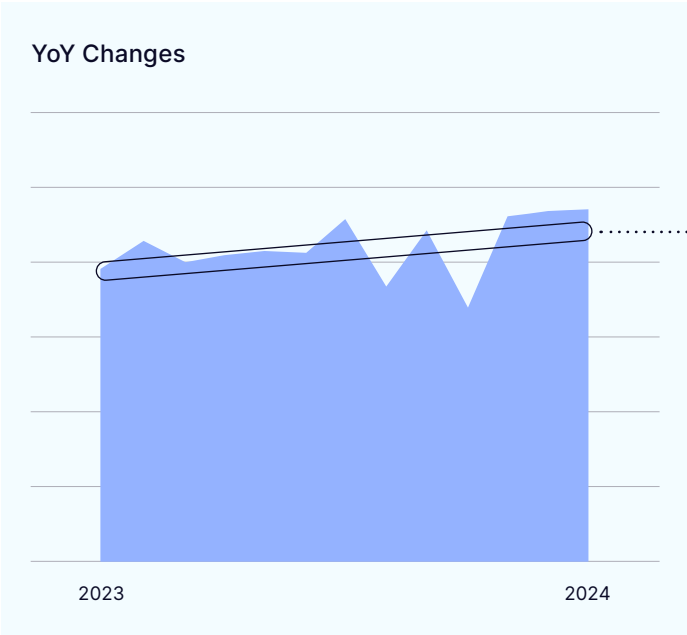
Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel. With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.

Our Mission

Here, there's no "junior" tier—every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.
Our mission is simple: to drive impactful results and exceed your marketing goals.

Our POV

We are committed to transparency—about who we are, what we do, and what we've achieved.
Our extensive experience shapes our identity and guides every business decision we make.
We treat your growth like our own.
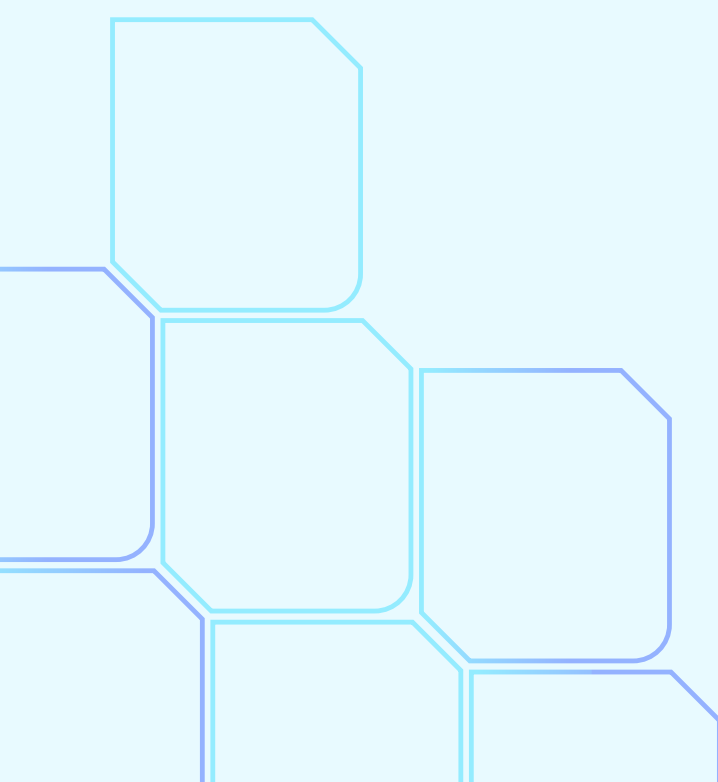
Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes—below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us—and stay with us—because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.

Our Team

Quentin Muhlert
Founder & CEO
18 Years of Marketing Experience

Nina Mueller
Director of Operations
14 Years of Marketing Experience

Azzurra Barausse
Sr. Programmatic Display Manager
11 Years of Marketing Experience

Thomas Wong-Cropper
Sr. Programmatic Display Manager
8 Years of Marketing Experience

Dmitry Pankov
Sr. Paid Media Manager &
Analytics Consultant
18 Years of Marketing Experience

Christian Hermann
Sr. Paid Social Manager
12 Years of Marketing Experience

Tim Hübler
Director of Paid Media
14 Years of Marketing Experience

Tiffanie Cotinat
Sr. SEA & Paid Media Manager
15 Years of Marketing Experience

Christian Zerrath
Sr. SEA & Paid Media Manager
8 Years of Marketing Experience

Evelina Girdvainyte
Sr. SEO Manager
23 Years of Marketing Experience

Sebastian Schuhl
Sr. HubSpot & CRM Manager
8 Years of Marketing Experience

Khari Slaughter
Sr. Digital Designer
12 Years of Marketing Experience

Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation—we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

‣ Strategy

- ‣ Market Analysis
- ‣ Audience Research
- ‣ Personalization Strategy
- ‣ Customer Journey
- ‣ Analytics & Attribution
- ‣ BI & Data Science
- ‣ Conversion Rate Optimization (CRO)

‣ Campaign Management

- ‣ Paid Search (SEA)
- ‣ Organic Search (SEO)
- ‣ Paid Social
- ‣ Programmatic & Display Advertising
- ‣ Native Advertising
- ‣ CRM & Marketing Automation
- ‣ Affiliate Marketing
- ‣ Account Based Marketing (ABM)
- ‣ Google 360 Suite

‣ Creation

- ‣ UI / UX Design
- ‣ Website Development
- ‣ Conversion Rate Optimization
- ‣ Graphic & Motion Design
- ‣ Asset Creation
- ‣ Content Production & Localization

Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com