



AMEX OFFERS



Advertiser Case Study: Amex Offers x Stumptown Coffee

The Challenge

Stumptown Coffee delivers flexible subscription options alongside a traditional e-commerce storefront. With coffee available everywhere, the roastery **strives to efficiently target audiences** interested in getting the best and freshest coffee possible.

The Solution

Stumptown Coffee shared with us, “**Amex Offers enabled Stumptown Coffee to drive profitable sales**, re-engage lapsed customers, win significant new customers at a fixed cost and encourage habit formation through a dual redemption offer.”

Case studies shown for illustrative purposes only. Individual results will vary.



This program got our brand name in front of a highly desirable and valuable audience.



The Impact

12:1

Return on investment¹

5.7K+

of redeemers hadn't spent in the past six months²

\$716K+

Added media value³

¹ Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

² Refers to redeemers who have not shopped with the merchant in the 6 months prior to the offer

³ Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit sondermedia.com