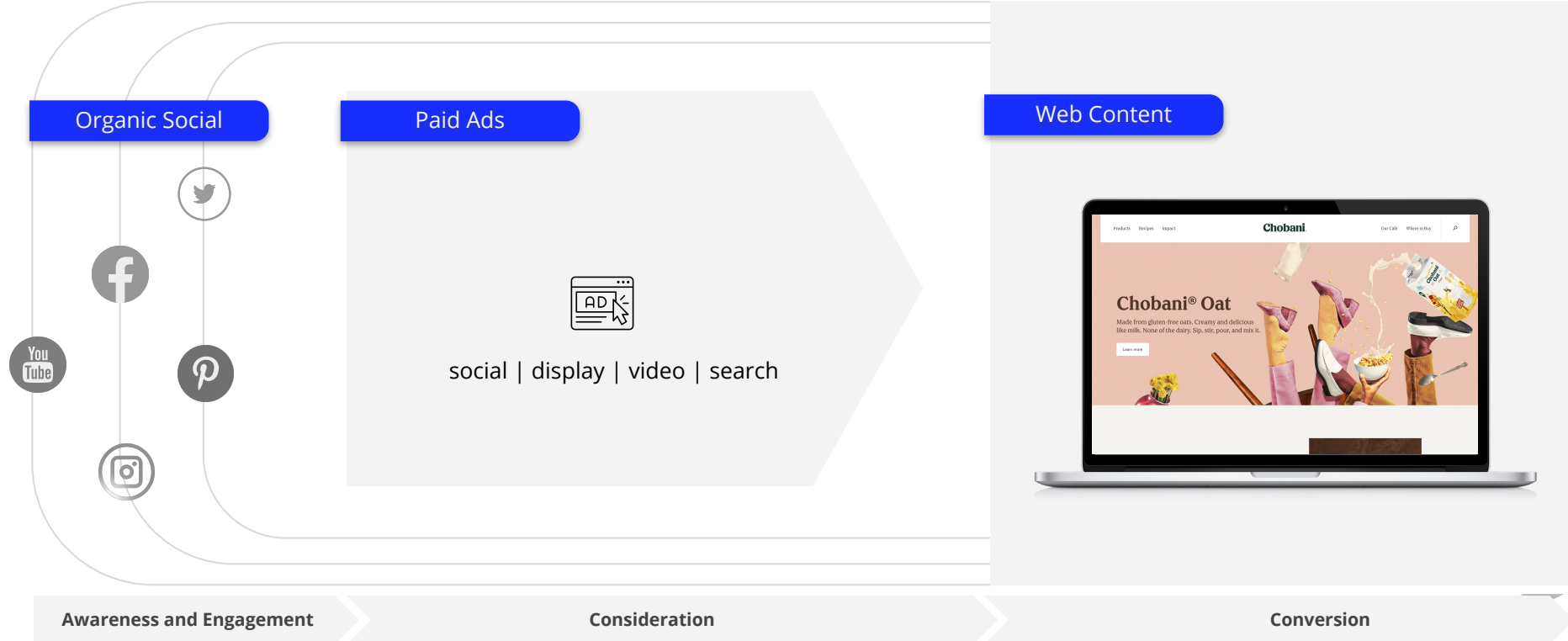


Chobani

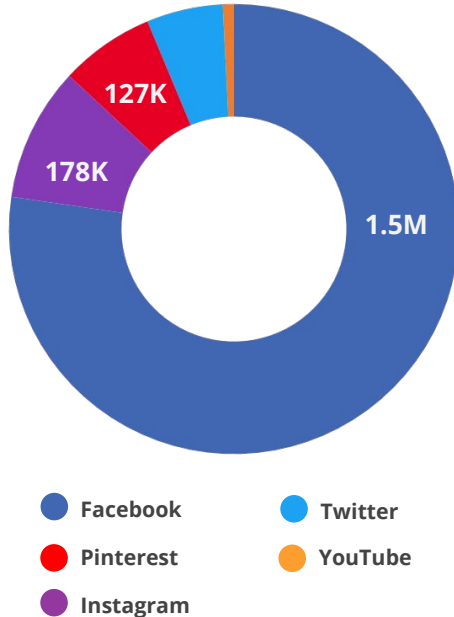
**How Chobani Increased Web
Traffic By +54% YoY
Food & Beverage**

Chobani's digital ecosystem is designed to boost brand awareness, on both product and corporate responsibility levels, as well as facilitate purchases.



Chobani has accumulated a sizable audience (1.9M) across five social media platforms – Facebook (1.5M), Instagram (178K), Pinterest (127K), Twitter, and YouTube.

Social Media Audience Size by Platform



Chobani deploys unique communication strategies for every social media channel.



The brand creates platform-specific content (e.g., infographics for Pinterest, link posts for Facebook) and rarely cross-posts between their channels.

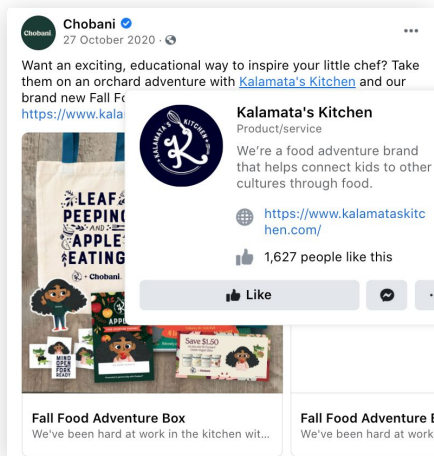


While Chobani doesn't have an official account on TikTok, they recently launched a [platform-exclusive hashtag challenge](#) to promote their new limited offer yogurt.

While Facebook has the largest Chobani's audience (1.5M), the brand doesn't communicate on this platform very often. When they do, they post about their charitable activities and collaborations with other brands.



Collaborations



Chobani partners with various businesses (from small local companies to state governments) to run charity programs and promotions.

Corporate Responsibility



Chobani often posts updates about their charity initiatives, like serving free food to those in need or [funding impactful ideas](#).

Product Updates



Product promotions rarely make it to Chobani's Facebook page. The brand only publishes product-related posts for the new product launches.

Engagement Rate:
<0.1%

Post Frequency:
1 per month

Instagram is Chobani's most active social channel. Instagram posts are heavily product-focused and occasionally they post about the brand's "make a difference" initiatives.



Engagement Rate:
<0.47%

Post Frequency:
13 per month

Chobani aims to engage the community and strives to pose a question to their followers at the end of every post.

Product Updates



Chobani's Instagram is very product-focused. It is a channel where the brand announces new launches and reinforces core attributes of their products – non-dairy, less sugar, etc.

Social Responsibility



The company is showing how they stay true to their "make a difference" mission and shares updates about their social projects on Instagram, such as [Our Kitchen](#), [community fridge](#).

Celebrations



Chobani leverages various holidays to come up with festive content, from [National Coffee Day](#) to [Diwali](#). Often times, celebration posts are accompanied by product giveaways.

Chobani leverages their Twitter account to spread the news about charity initiatives and frequently re-posts their CEO's tweets on the same subject.



Engagement Rate:
<0.01%

Post Frequency:
<2 per month

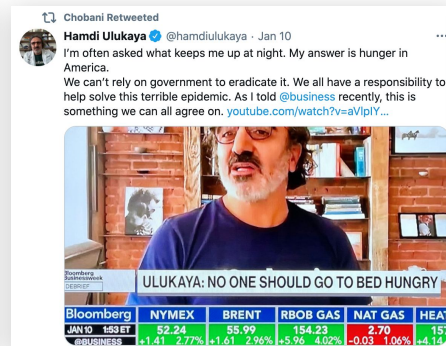
Fighting hunger in America is the most prominent theme on Chobani's Twitter account.

Corporate Responsibility



Most of the posts on Chobani's Twitter account talk about their corporate responsibility initiatives – [food donations](#), [raises to the hourly workers](#) and similar charitable activities.

Re-shares



Often times, Chobani would share their CEO's, [Hamdi Ulukaya tweets](#), or [appreciative messages](#) from their partners.

Product Updates



Product promotions rarely make it to Chobani's Twitter page. The brand only makes an occasional post for a new product launch.

Chobani creates Pinterest-friendly infographics about healthy living where they organically embeds their products.



Recipes

Monthly Views:
543.4K



Chobani features [vegan recipes](#) on their Pinterest account, which leads to the [Recipe section](#) of their website. The brand also creates infographics about [3-ingredient snacks](#).

Tips



Chobani creates light-weight infographic-style tips on various topics, from [how to pack for a weekend trip](#) to a [pro's guide to snacking](#).

Work Outs



Chobani partnered with Olympic athletes for tips on how to [stay fit during the lockdown](#). However, even prior to 2020, they featured [work out tips](#).

YouTube is the channel for Chobani to expand on such topics as corporate responsibility and social issues, as well as to share some behind-the-scenes footage of their company.



Video ads

Engagement Rate:

<0.1%

Post Frequency:

<1 per month



Chobani aggregates all product [video ads](#) on their YouTube channel.

Corporate Responsibility



The company creates videos to raise awareness about social issues, like [refugee](#) rights, and to inspire others to seek solutions.

Company Behind-The-Scenes



Chobani shoots [interviews with their packaging designer](#) to show their process, and shares [behind-the-scenes of their Chobani Food Tech Residency incubator](#) program.

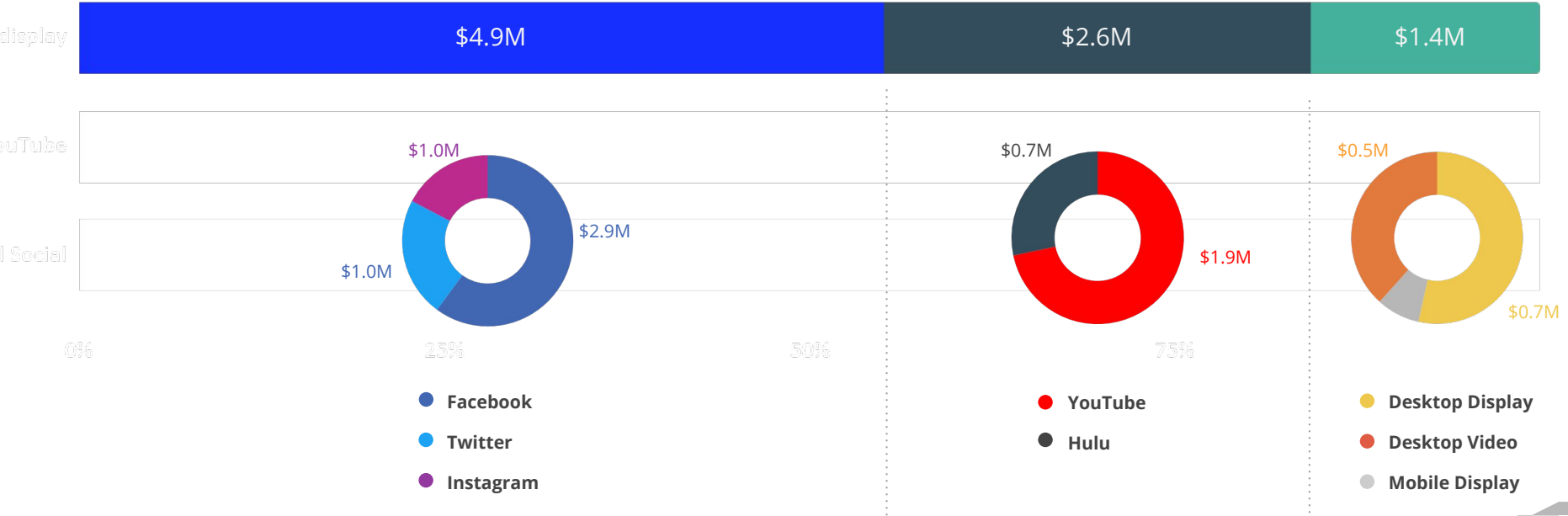
**Over the last two years (2019-2020) Chobani spent \$8.9M on paid advertising:
\$2.9M in 2019 and twice as much (\$6M) in 2020.**

Total Ad Spend: \$8.9M

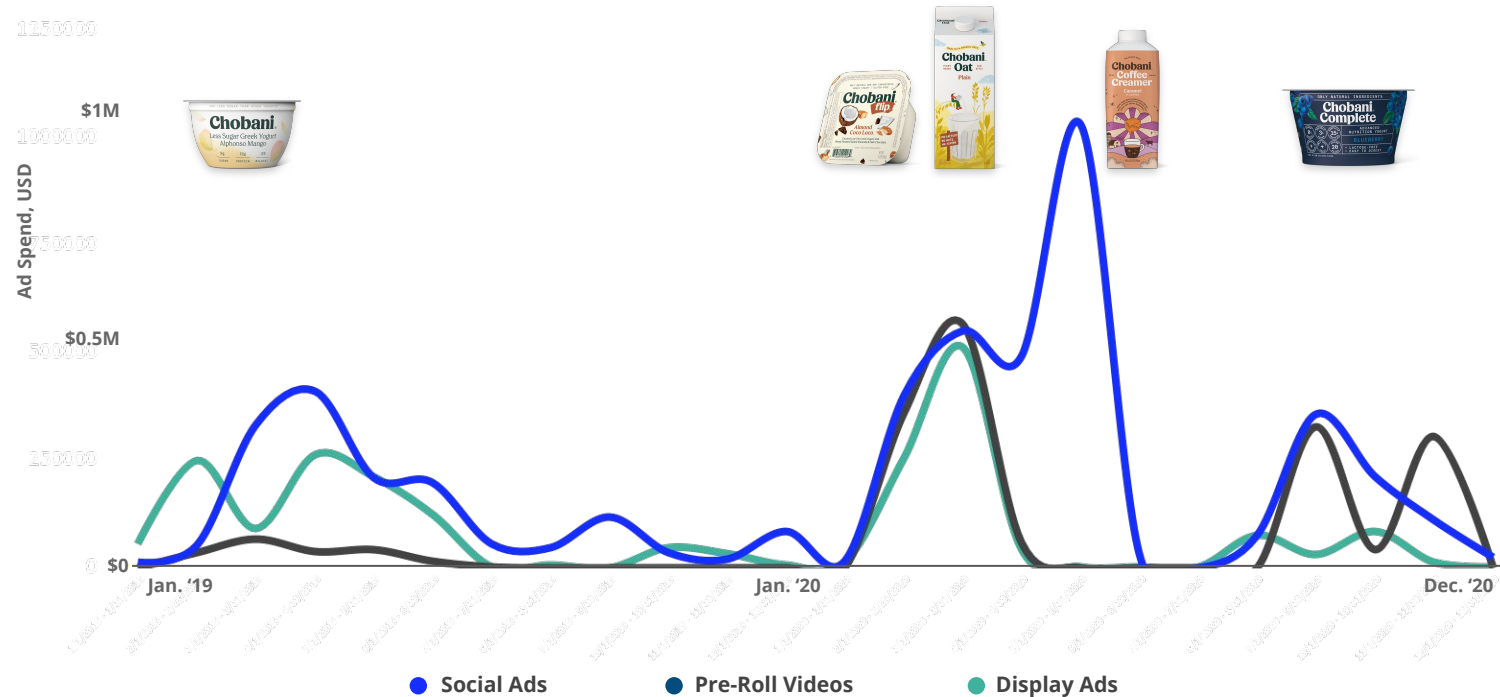
Social Ads

Pre-Roll Videos

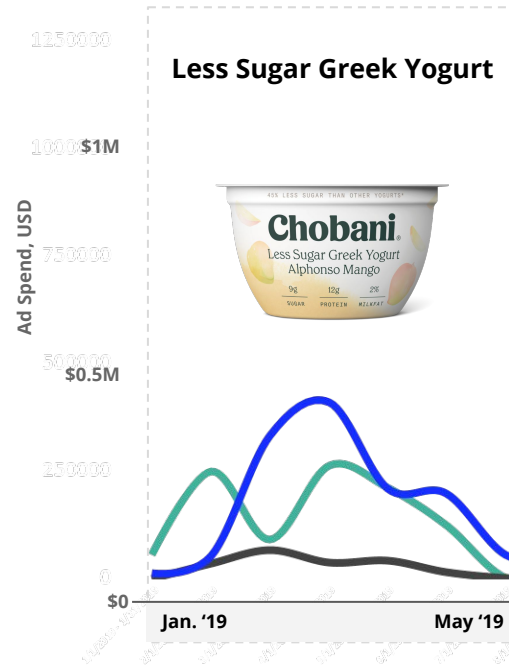
Display Ads



Chobani has very campaign-focused digital ads strategy. There were five major product promo campaigns over the last two years.



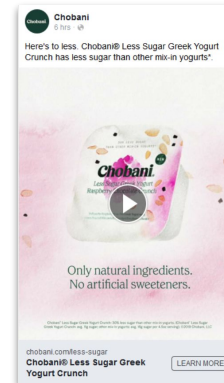
Early in 2019 Chobani launched a comprehensive campaign to support its “Less Sugar” yogurts. Video and banner ads were deployed on YouTube and social media platforms with the largest budget share (~\$1M) going to Facebook.



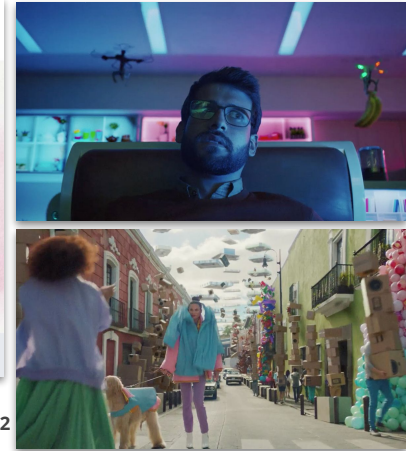
Est. Campaign Budget:
\$1.9M

Channels:
Facebook, YouTube

Top Campaign Creatives:



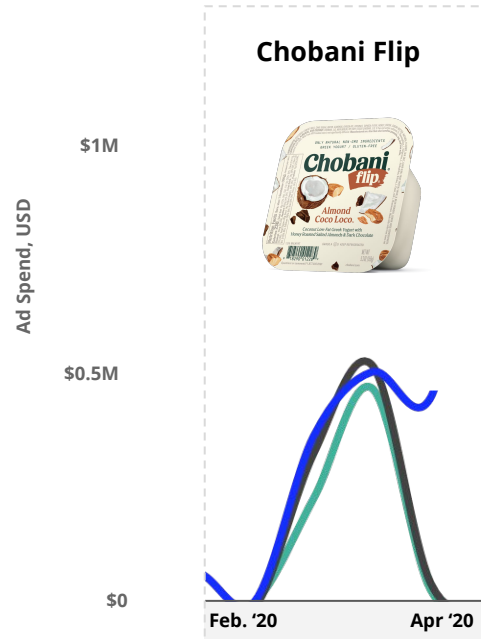
Impressions: 27M
Spend: **\$246K** | CPM: **\$9.2**
[Click to view](#)



Impressions: 15M
Spend: **\$159K**
CPM: **\$10.6**
[Click to view](#)

Impressions: 13M
Spend: **\$139K**
CPM: **\$10.9**
[Click to view](#)

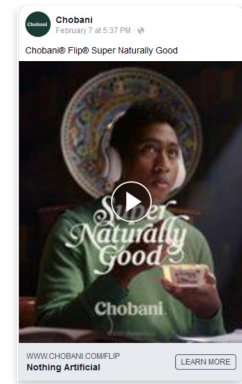
Between February – April 2020, Chobani ran a comprehensive campaign to support its Flip yogurt line. YouTube was the main advertising channel with a \$1.4M* budget for this video campaign.



*Est. Campaign Budget:
\$1.4M

Channels:
YouTube, Facebook

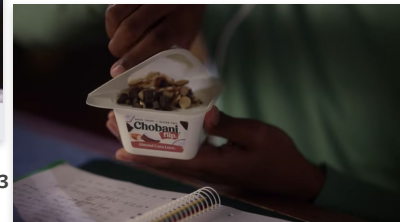
Top Campaign Creatives:



Impressions: **3M**
Spend: **\$31K** | CPM: **\$10.3**
[Click to view](#)



Impressions: **10M**
Spend: **\$182K**
CPM: **\$18.1**
[Click to view](#)



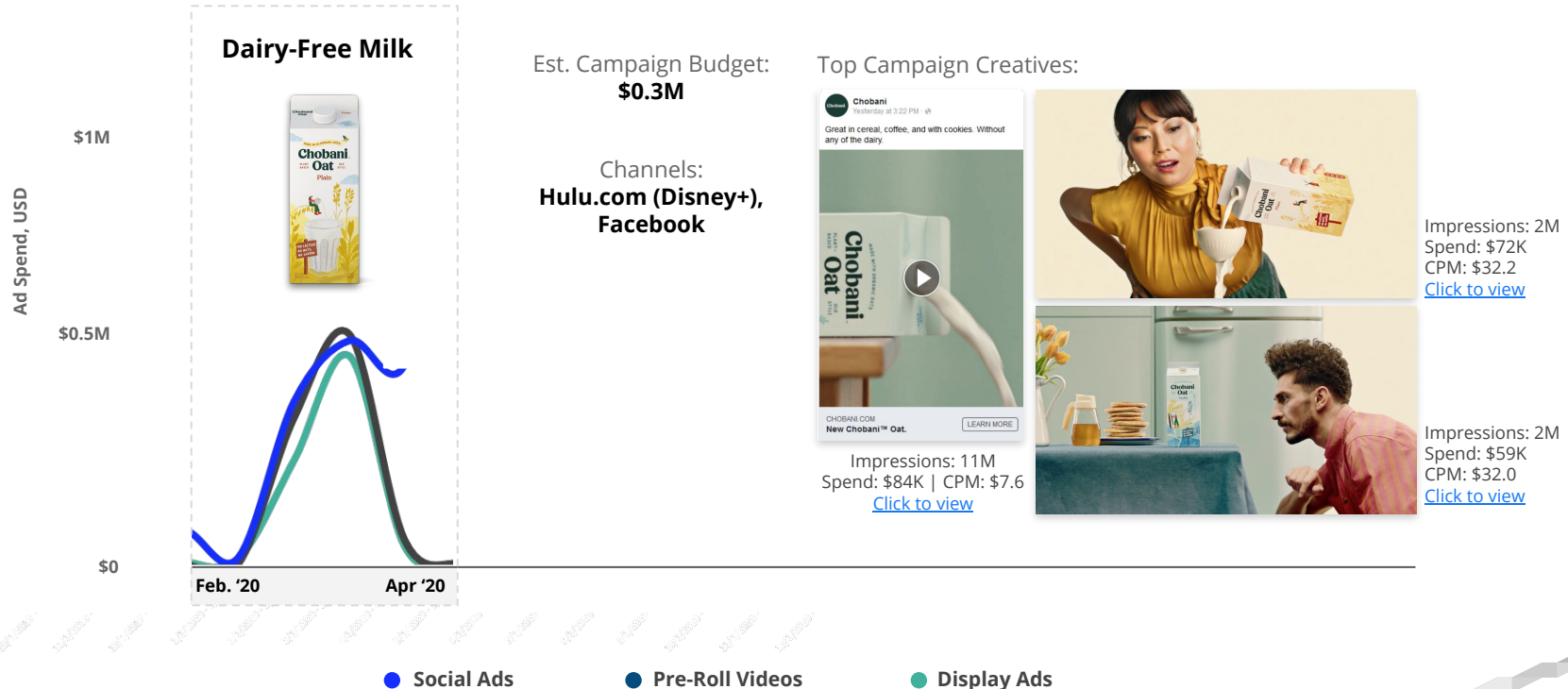
Impressions: **9M**
Spend: **\$168K**
CPM: **\$18.0**
[Click to view](#)

● Social Ads

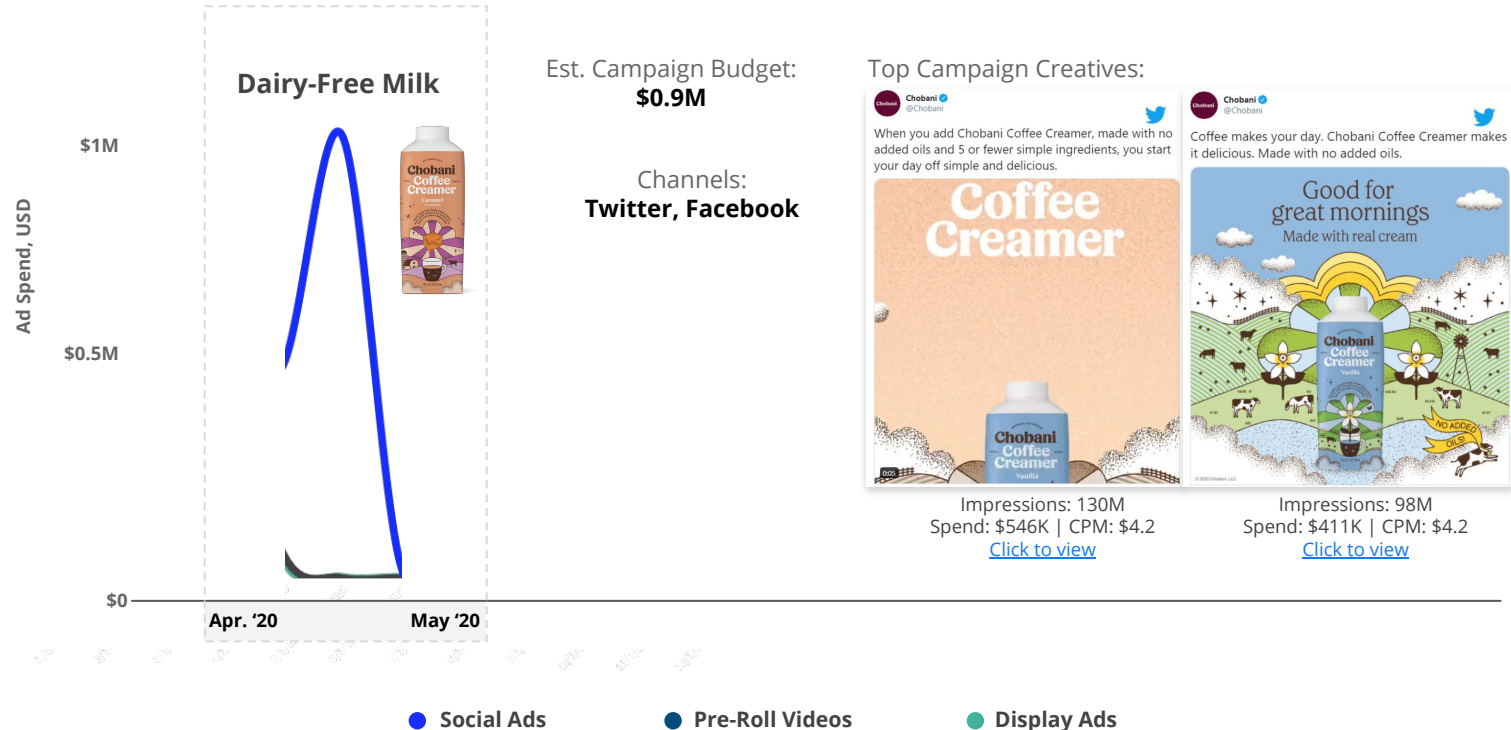
● Pre-Roll Videos

● Display Ads

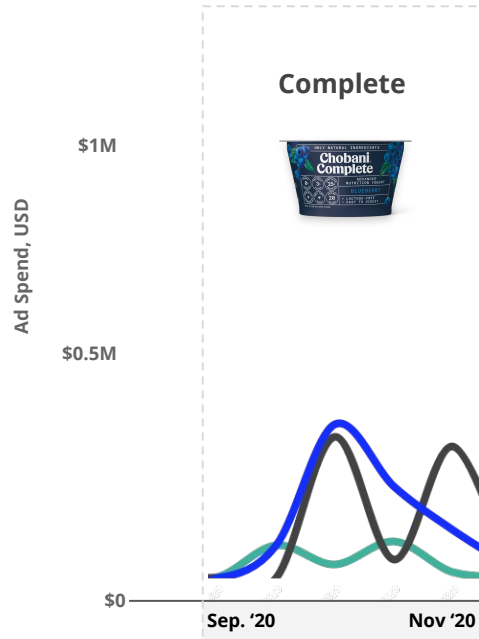
At the same time, Chobani ran a series of 15 seconds ads on hulu.com (Disney+) to support non-dairy milk products. The same creatives were also optimized for social media ads.



In Mid-April 2020, Chobani aired a Coffee Creamer awareness campaign on social media, leveraging animated videos and focusing on communicating “delicious taste.”



Between September and November 2020, Chobani promoted their “Complete” product line with 6-second YouTube pre-rolls and Instagram ads.



Est. Campaign Budget:
\$0.6M

Channels:
YouTube, Instagram

Top Campaign Creatives:



Impressions: 9M
Spend: \$68M | CPM: \$7.6
[Click to view](#)



Impressions: 8M
Spend: \$152K
CPM: \$18.1



Impressions: 8M
Spend: \$147K
CPM: \$18.1

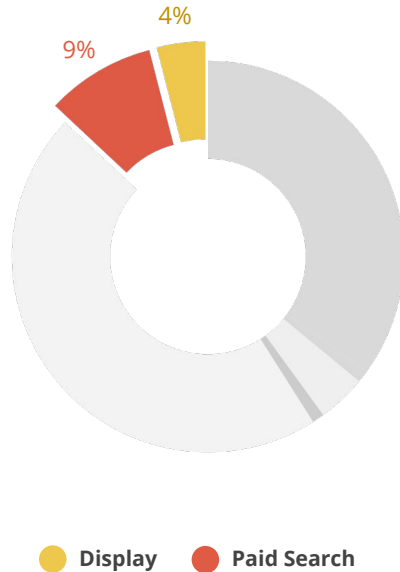
● Social Ads

● Pre-Roll Videos

● Display Ads

Display ads, combined with paid search, drive 13% of total Chobani's desktop web traffic. Between 2019-2020 Chobani ran 1,110 variants of search ads, primarily targeting variations of branded keywords (63%).

Website Traffic by Channels



Top 10 Paid Keywords

chobani

chobani yogurt

chobani flip

coffee creamer

chobani oat milk

chobani flip flavors

chobani gimmies

chobani coffee creamer

chobani flips

chobani less sugar

Top 3 Search Ad Variants

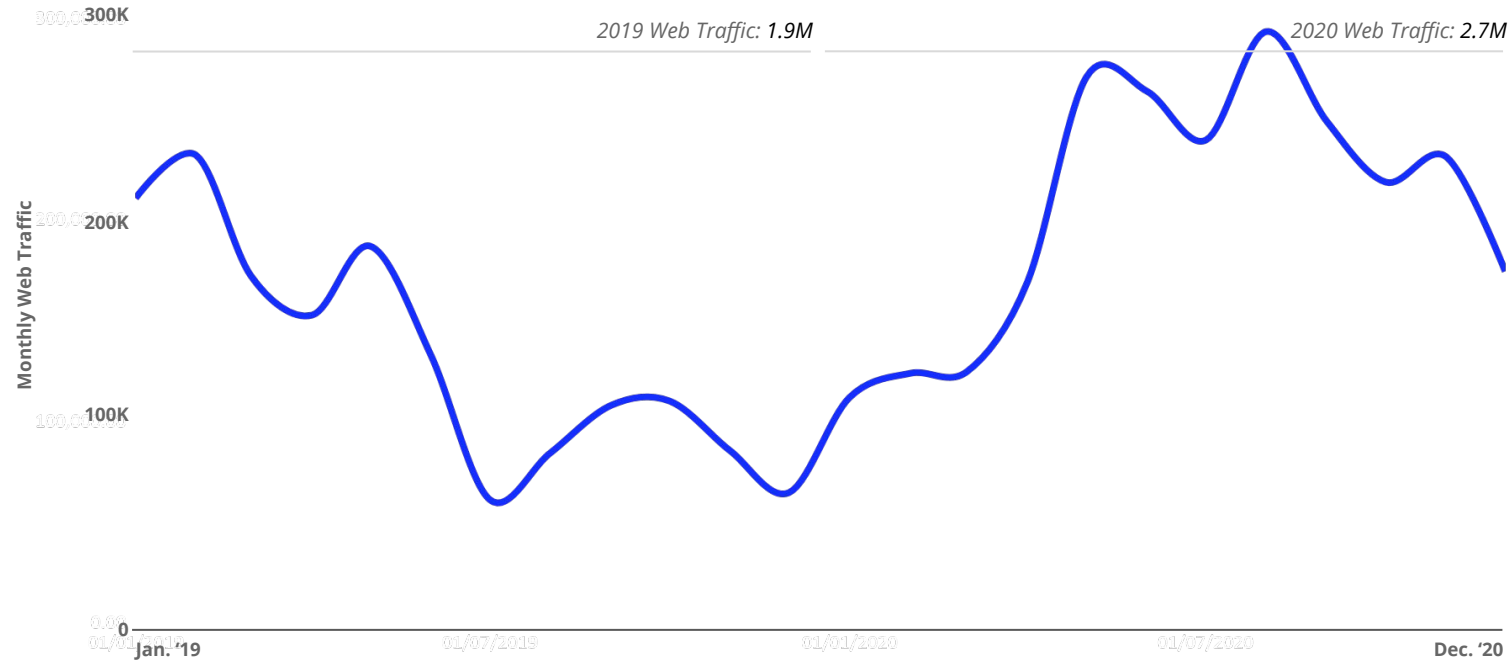
Chobani® Greek Yogurt | Naturally Ever After

Chobani® Greek Yogurt | Only Natural Ingredients

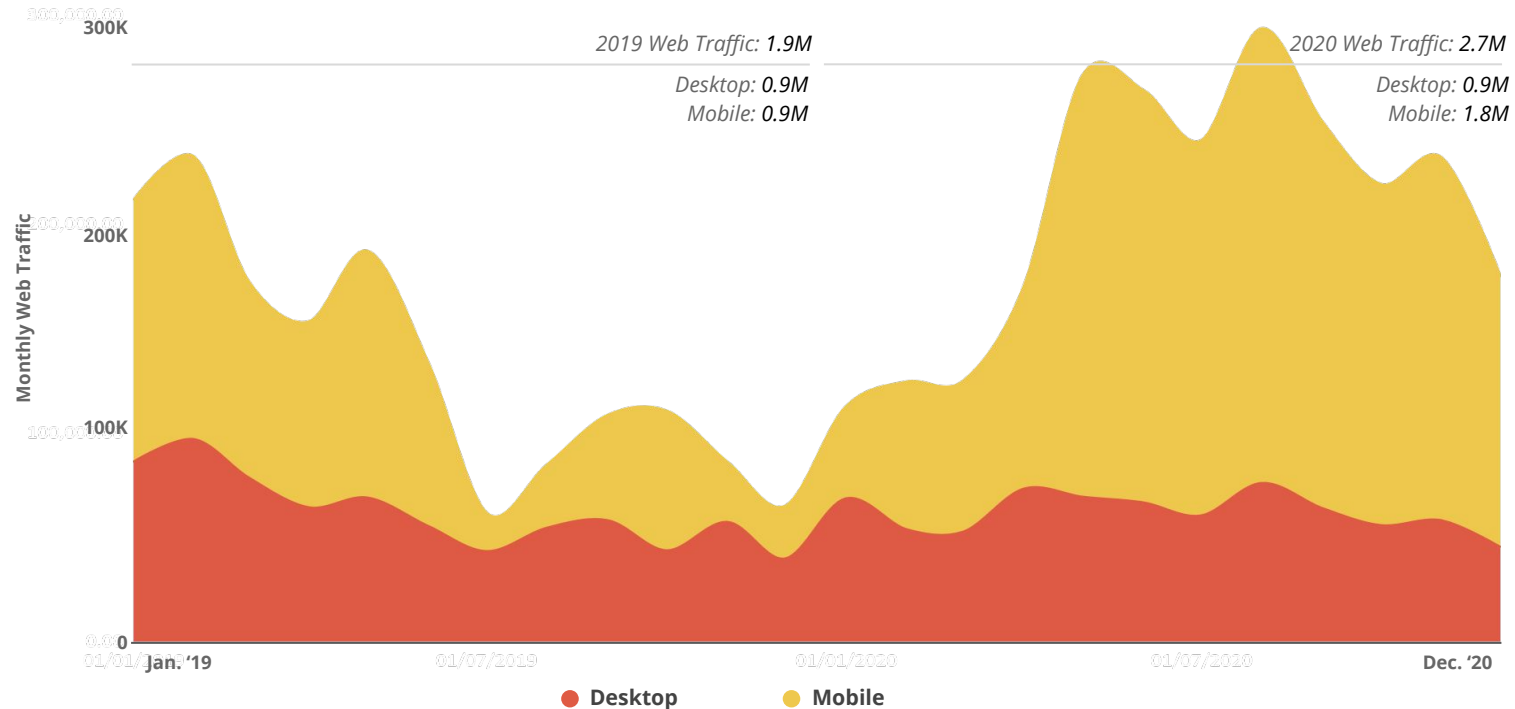
Chobani® Greek Yogurt | Naturally Ever After | Find It Near You

**top three ads didn't have sub-headings.*

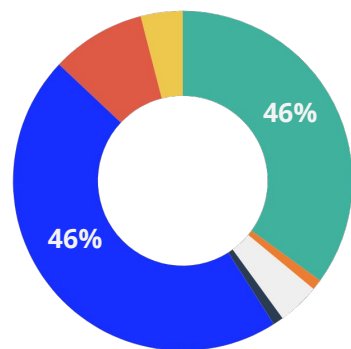
Chobani has seen a **+54%** YoY web traffic increase in 2020.



The surge was driven by the mobile traffic, which doubled (+101%) in 2020. By the year end (Dec. '20) mobile visits made up 74% of total Chobani's web traffic.

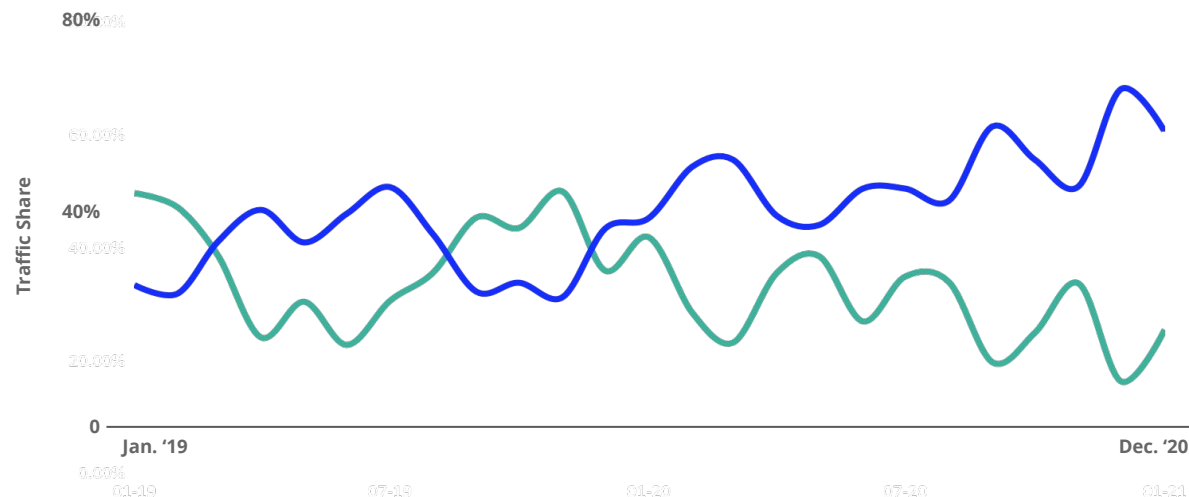


Organic search and direct are the two main traffic channels. The share of organic search visits has been steadily increasing YoY, hitting 61% at the end of 2020.



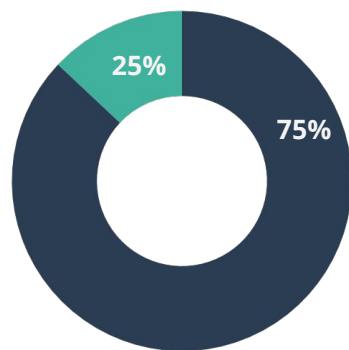
Website Traffic by Channels

**Chobani doesn't use email for any marketing communication.*



● Organic Search ● Direct ● Paid Search ● Display Ads ● Referrals ● Email ● Social

Organic search visits are mainly powered by branded keywords (75%), half of which are product-specific.



Traffic Share Driven by Branded vs. Non-Branded Keywords

● Branded ● Non-Branded

>34% of all organic search visits driven by searches for Chobani yogurts.



Top 10 Organic Keywords

chobani

chobani yogurt*

chobani flip

chobani greek yogurt

chobani oat milk

chobani careers

chobani complete

chobani gimmies

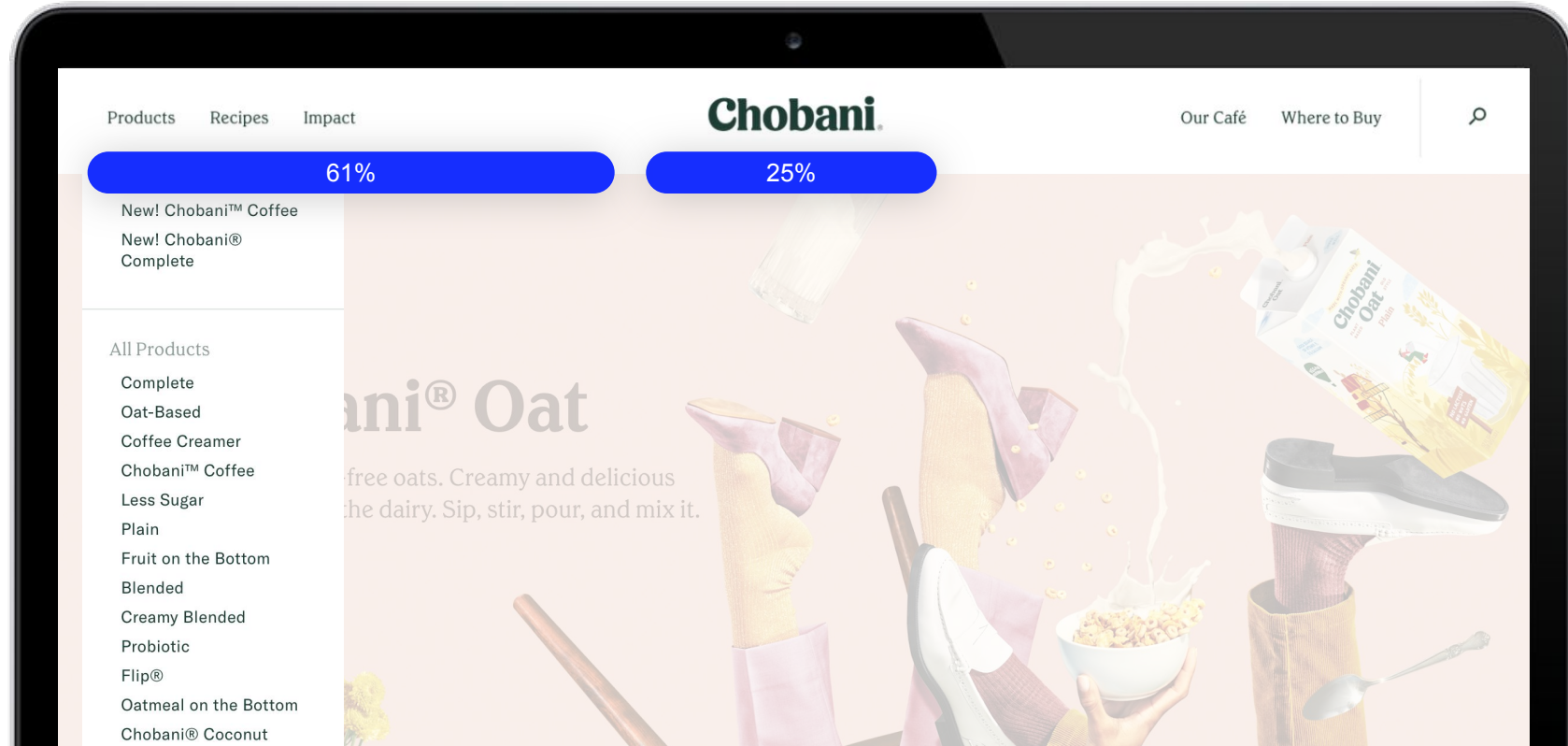
chobani coffee creamer

chobani coupons

**Yogurt-related keywords*

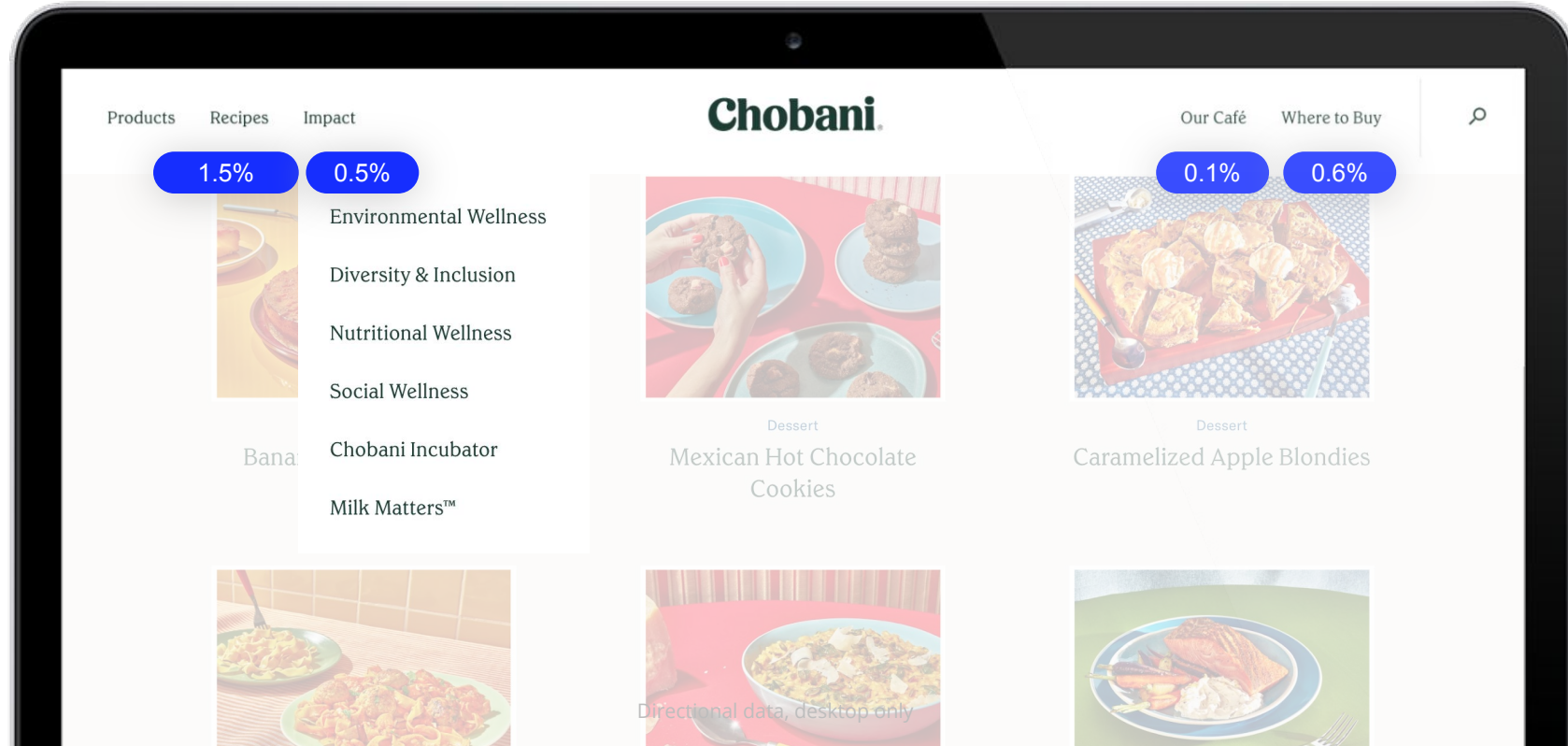
61% of all search traffic lands on the product detail pages, followed by the homepage (25%).

Share of Organic
Search Visits



Chobani has very elaborate content sections, like [Recipes](#) and [Impact](#), yet these areas don't attract a significant volume of organic search traffic.

Share of Organic
Search Visits



Key Takeaways

From the How Chobani Increased Web Traffic by +54% YoY Case Study:

Organic Social Tactic — Tailor Communication Strategy to Every Social Channel: Chobani is actively present on five major social media platforms - Facebook, Instagram, Pinterest, Twitter, and YouTube. The brand recently signalled its intention to tap into TikTok as they launched a branded hashtag challenge. Chobani follows a different communication strategy on each platform and invests in creating platform-specific content. The brand leverages Facebook, Twitter and Youtube to communicate its “make a difference” mission where they share Chobani’s social responsibility activities and behind-the-scenes footage. On Instagram and Pinterest Chobani double-downs on product-focused and engagement content. Chobani rarely cross-posts the same content between their channels, and tailors their content to each specific platform.

Organic Social Tactic — Educational Content: On Pinterest, Chobani posts educational content in the form of tips and tricks for their consumers. These “How-To” guides focus on consumer-based interests such as “how to pack for a weekend trip” or a “pro’s guide to snacking” in an infographic style. In addition, Chobani frequently posts vegan recipes on their Pinterest account as well as work out guides. Educational content gives your followers a reason to come back to your platform.

Paid Ads Tactic – Campaign-Focused Approach: When it comes to running digital ads, Chobani deploys a very campaign-focused approach. Between 2019-2020, they ran five campaigns to support five different product lines. Chobani tailors creatives to one channel (ex. Hulu 15-second pre-rolls, YouTube 6-second bumper ads), and optimizes them for other platforms. Chobani spent twice as much advertising dollars to promote their products in 2020 than the previous year. Video ads, placed on YouTube and hulu.com account for 40% of the total ad spend in 2020.

Paid Ads Focus – Facebook & YouTube: Chobani is currently focusing their advertising efforts on Facebook and YouTube pre-roll ads. 33% of their 2020 advertising budget was allocated towards Facebook while 21% was allocated towards YouTube.

Organic Search – Invest in Elaborate Product Descriptions: 61% of Chobani’s organic search traffic comes from product-related searches. Chobani also strives to capture non-branded keywords traffic. The brand developed the vegan Recipes section on their website that currently attracts around 1.5% of search inbound traffic.