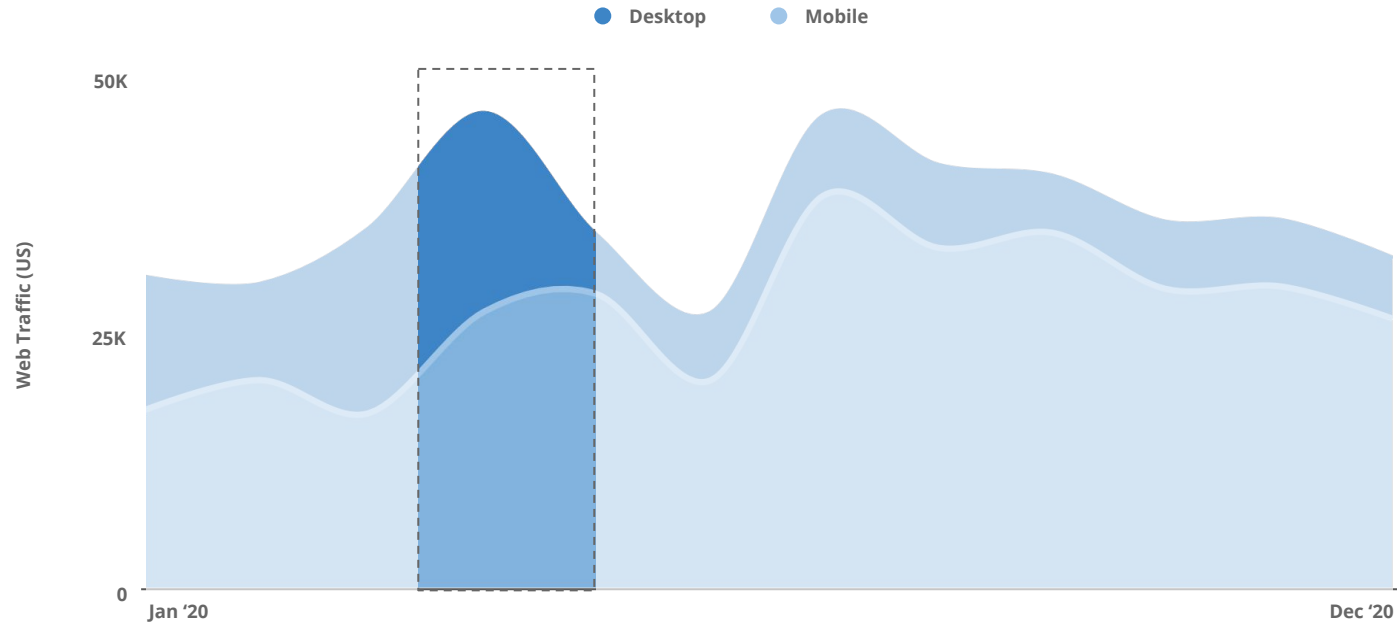


THE ORIGINAL



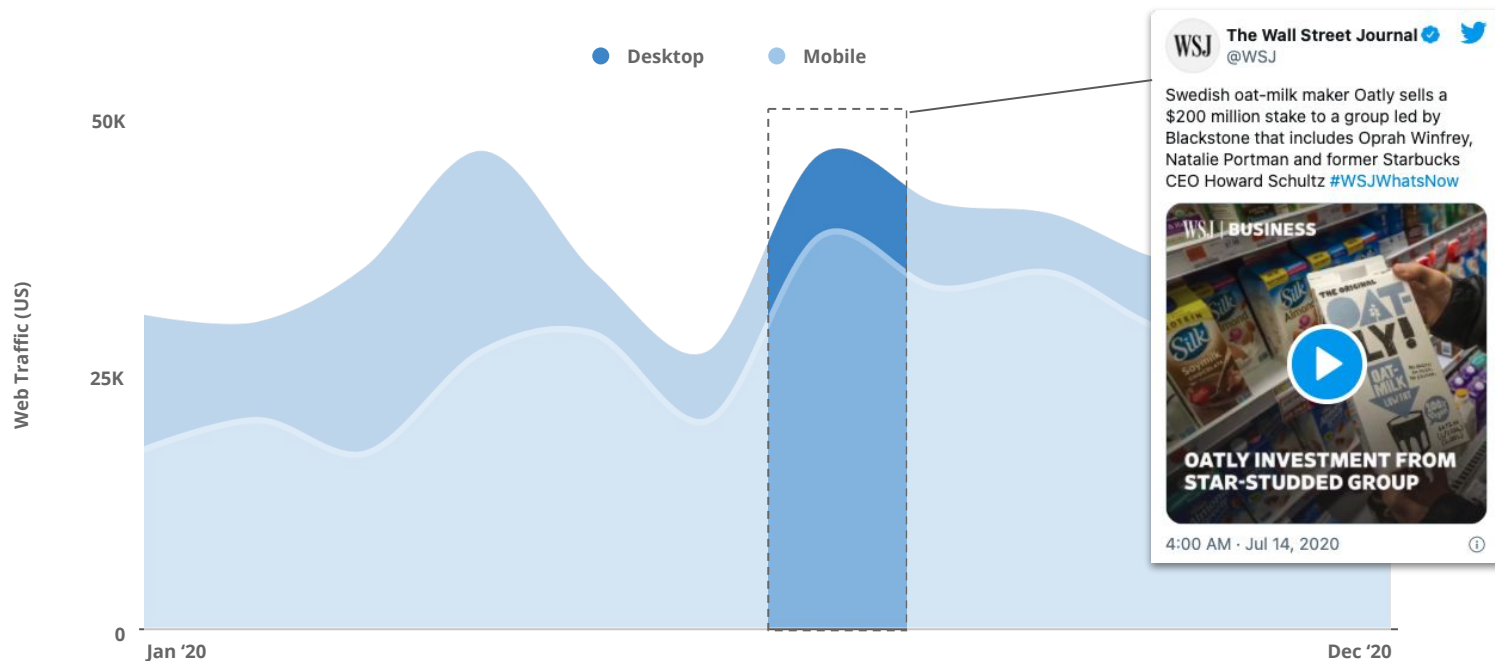
**Driving 70% of Web Traffic with
Organic Search
Food & Beverage**

According to Nielsen, oat milk sales in the United States increased by +347% during the first week of March, coinciding with Oatly's +41% increase in web traffic in March-April.

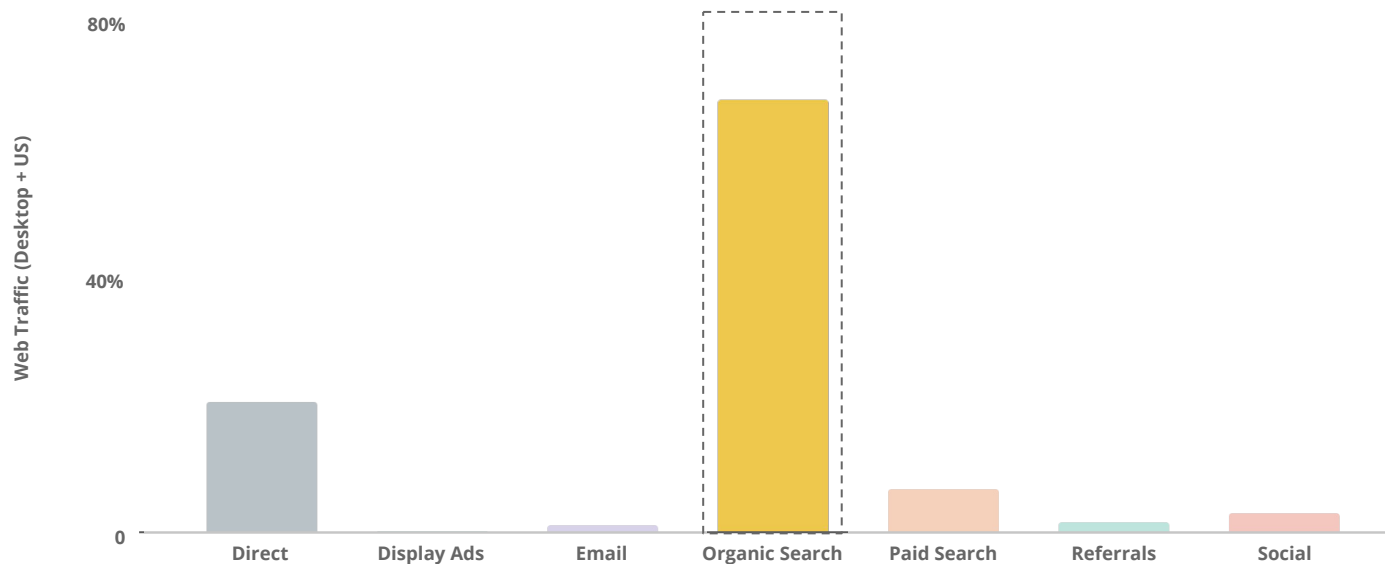


Source: [Coronavirus concerns drive huge sales growth for pantry staples](#)

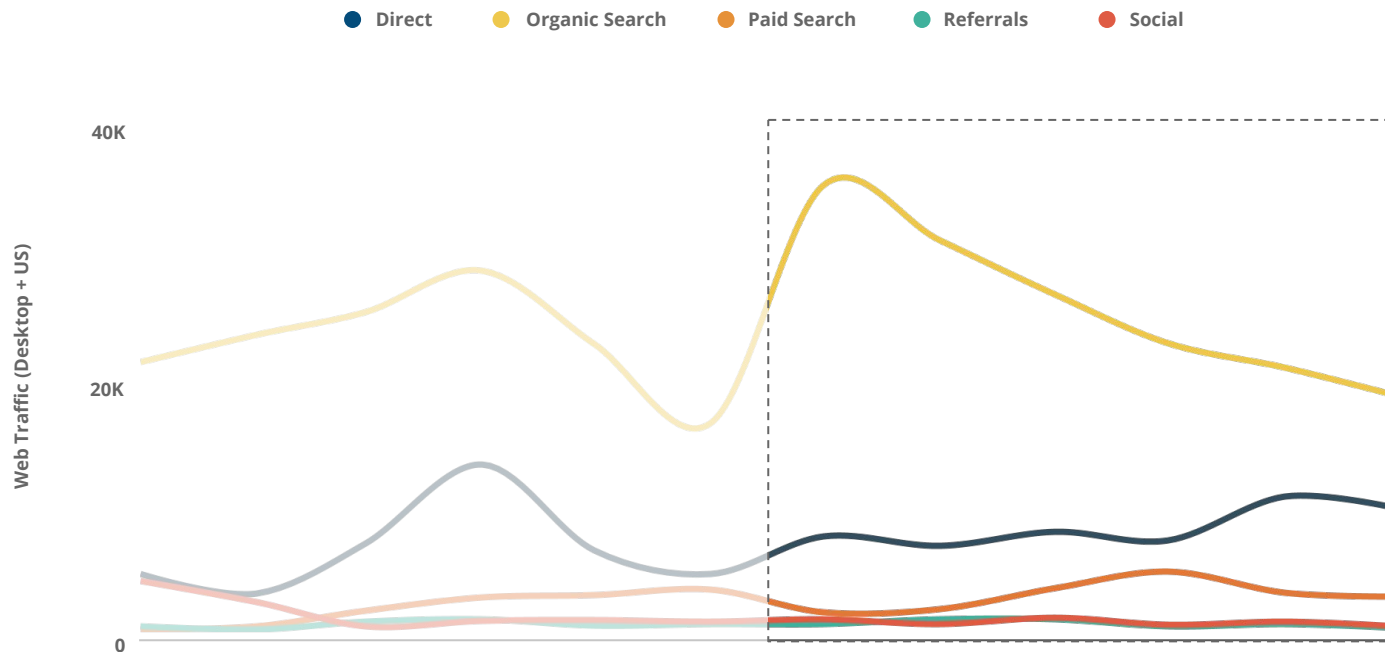
Oatly experienced another spike in web traffic after news that the company sold a \$200 million stake to Blackstone private-equity group.



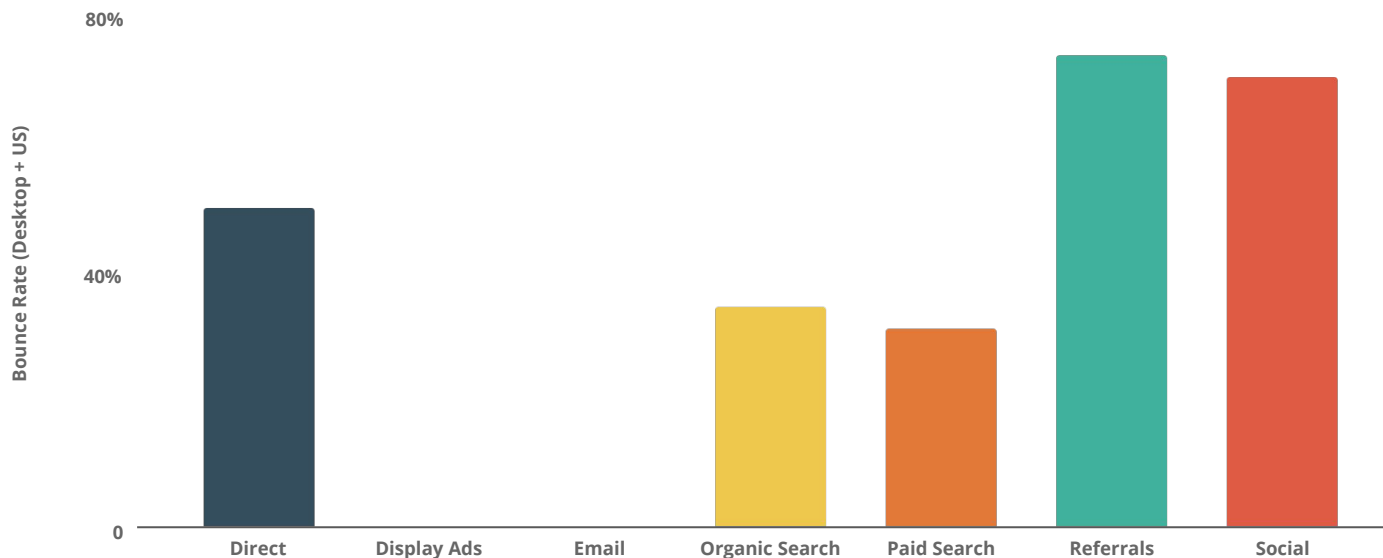
In terms of marketing channels, almost 70% of Oatly's web traffic came from organic search.



Their organic search traffic has also seen significant growth since the latter half of 2020, increasing at +19% (vs. first half of 2020).



Website traffic that is driven from search channels also has the lowest bounce rates (organic at 35% and paid at 32%) compared to the site average of 57%.



*Insufficient web traffic for Display Ads and Email channel to calculate bounce rates

Oatly's strong brand contributes to its sizeable search traffic, with 88% of their search traffic coming from branded search terms.

Search Traffic Breakdown:



- Branded
- Non-branded

Top **Branded** Keywords

- oatly
- oatly milk
- oatly oat milk
- oatly ice cream
- oatley
- oatly barista
- oatly barista edition
- oatly nutrition facts
- oatly ingredients
- oatly careers

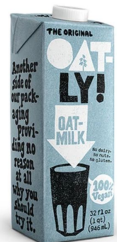
Top **Non-Branded** Keywords

- barista oat milk
- oat milk
- oat milk barista
- oatfinder
- how long does oat milk last
- organic oat milk
- chocolate oat milk
- oat-ly
- oat milk shelf life
- oatgurt

Diving deeper into branded search terms, over 1/4th of all organic search traffic comes from product-related searches: "oatly + [product name].

Product-related Searches

Information-Related Searches



Oat milk is the leading product-specific search category with **13.4%** of incoming search coming from these search terms.

Keywords:

oatly milk

oatly oat milk

oatly original oatmilk



Ice cream is the next most searchable product category in Oatly's lineup. **6%** of all incoming search traffic visited the website to find frozen desserts.

Keywords:

oatly ice cream

oatly strawberry ice cream

oat ice cream



Barista category is another established product line that people look for. **4%** of incoming search traffic were looking for barista products.

Keywords:

oatly barista

oatly barista edition

oatly barista blend

Information enquiries account for roughly 12% of the inbound traffic, yet they are more diverse and highlight white space content opportunities.

Product-related Searches



Most of informational searches are related to **ingredients and nutrition facts** of different products. Consumers often ask if the product is gluten-free, how much sugar or fat it contains, etc.

Keywords:

oatly gluten free

oatly low fat ingredients

oatly nutrition facts



Where to buy search queries are related to both online and offline shopping, and often include specific location (e.g NYC, SF, Chicago, etc)

Keywords:

oatly store locator

where to buy oatly

oatly near me

Information-Related Searches



Consumers also interested in the **sustainability** side of Oatly's business. They seek information regarding the origin of ingredients and whether they are organic or not.

Keywords:

oatly organic

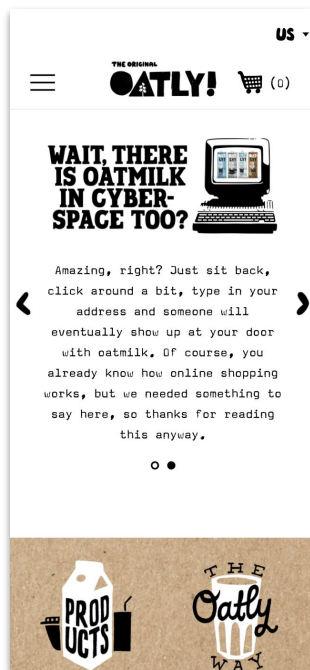
oatly sustainability

oatly sustainability report

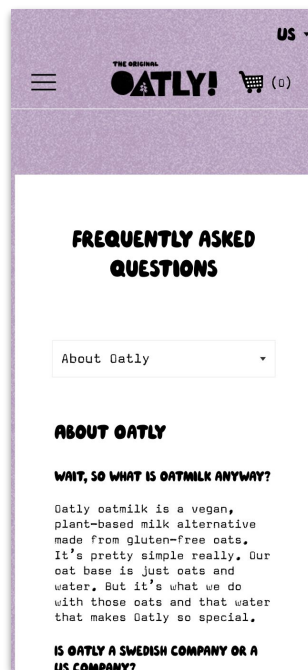
Oatly's inbound search traffic is equally split between homepage and product pages, with each area taking up roughly 40% of traffic share.



Product Pages:
41% traffic share



Homepage:
40% traffic share



FAQ Page:
6% traffic share

Each of Oatly's product pages are packed with keywords, especially ones that fit under both "product-related" and "information-related" searches.

US ▾

THE ORIGINAL **OATLY!**  (0)

BARISTA EDITION OATMILK



6-PACK
Includes six 32oz cartons
\$32.00
SHIPPING INCLUDED 

Quantity

Freshness guaranteed at least 45 days from purchase. Best enjoyed within 7 days after opening.



Freshness guaranteed at least 45 days from purchase. Best enjoyed within 7 days after opening.

SOLD OUT

So you're a barista? Perfect. This carton of Barista Edition Oatmilk is made from liquid oats which means it isn't overly sweet or excessively heavy. What it is, is fully foamable putting you in total control over the density and performance of your foam so you can showcase your latte art skillz, sorry we mean skills. Anyway, give it a try and see what you think.

So you're not a barista? Also perfect. Just heat this Barista Edition Oatmilk in a container while giving it a whirl until it foams up nicely and then pour yourself a latte without cow's milk. And if you don't feel like a latte you might be happy to know that this product tastes just as amazing if you skip all the foaming and pour it right into your coffee or drink it straight out of the container or pour it on your granola or put it to work with your cooking skills. But let's keep that between us non-baristas, okay?

WHAT'S AMAZING

This is our super premium product that tastes amazing without doing a thing to it, but performs technically beautifully when foamed. Or if you are the kind of person who likes to add a splash of milk to your deep dark brew, this product can handle that as well without separating. Any tea drinkers in the house? You probably won't want to turn your tea into a foam party but don't want any separation either. You are good from now on. And if you're a vegan, weekend vegan, vegetarian or straight up carnivore, you now have something worth putting in your coffee that's enriched with vitamins (A, D2, riboflavin, B12) and calcium to help everyone live awesome, more plant-based lives.

WHAT MIGHT BE LESS AMAZING

In order to make this product perform to the professional expectations of baristas, we added something called dipotassium phosphate as an acidity regulator. It keeps our Barista Edition Oatmilk from separating when it hits your favorite hot drinks. But one thing you can be sure of is that there is nothing in this product that isn't absolutely necessary or absolutely approved for consumption. Everything is plant-based, void of GMOs and made carefully with your

INGREDIENTS

NUTRITIONAL VALUE

Oatmilk (water, oats), low erucic acid rapeseed oil. Contains 2 % or less of: dipotassium phosphate, calcium carbonate, tricalcium phosphate, sea salt, dicalcium phosphate, riboflavin, vitamin A, vitamin D2, vitamin B12.

Where does it come from?

OTHER

Barista Edition for the pros. Barista Edition for the non-pros too. Foamable, no make that micro-foamable. Beta-glucans (big, scientific word for soluble fiber)!

Liberates your coffee and tea from dairy, soy, nuts, GMOs and gluten. Secret: warm it, foam it and drink it straight. Trust me.

WHAT OUR CUSTOMERS HAVE TO SAY

(443)

Product Pages:
41% traffic share

When it comes to paid search, Oatly leverages both search text and product ads. For text ads, Oatly focuses on 3 main categories: “product-related”, “about us”, and their “subscription” model.

Product Related Search Ads

us.oatly.com/

Want Oatly On Your Doorstep? - Head To The Oatly Web Shop.

It's Fun to Buy Oatmilk Online Then Drink It At Home. You Should Try It. Start Here. Get Amazing Plant-Based Vegan Oatmilk Delivered To Your Doorstep! Or Don't. Whatever.

[Click to view landing page.](#)

us.oatly.com/

If You Were Looking For Oatly | You're Just One Click Away

Or Just Click This Link that Takes You Straight to the Site. Shop Oatly Today! Dairy Free. 100% Vegan. No GMOs. Types: Certified Glyphosate Free, Non-GMO Project Verified.

[Click to view landing page.](#)

About Us / Subscription

us.oatly.com/Oat/Milk

If You Were Looking For Oatly | You're Just One Click Away

Or Just Click This Link that Takes You Straight to the Site. Shop Oatly Today! Dairy Free. 100% Vegan. No GMOs.

[Click to view landing page.](#)

us.oatly.com/oatmilk/subscriptions

Do You Like Subscriptions? - Cool. Oatly Does Too.

Open Your Door To Oatly Every Month With An Oatly Subscription. Less Work. More Oatly. Put Your Oatmilk Order On Repeat. It's Awesome. 100% Vegan. No Dairy. No Gluten. No Nuts.

[Click to view landing page.](#)

For product ads, Oatly ran 54 ads in total for 2020 and all of them are focused on their oatmilk collection. Each product ad leads to its own individual product page.



\$32.00

Barista Edition Oatmilk
OATLY



\$32.00

Oatmilk
OATLY



\$32.00

Low-Fat Oatmilk
OATLY



\$32.00

Chocolate Oatmilk
OATLY

70% of these product ads were targeted to **branded** searches

Keywords:

oatly barista

oatly oatmilk

low fat oatly

oatly milk

The remaining **30%** were targeted to **competitor searches** such as “silk”, “califia”, etc. and non-dairy product keywords like “coconut”, “soy”, “almond”

Keywords:

califia farms unsweetened

oat yeah

best almond milk brand

silk soy milk

Key Takeaways

From the Driving 70% of Web Traffic with Organic Search Case Study:

Organic Search Traffic Tactic — Create (Relevant) Keyword-Rich Pages: All of Oatly's product pages are rich with relevant keywords; not only do they contain popular and obvious keywords such as "oat milk", Oatly also makes sure they use keywords that are aligned with what customers are searching for:

- **Product-related Searches:** Customers are often searching for products, be it branded or unbranded (from "oatly barista edition" to "oat ice cream"). Oatly leverages this and makes sure their product pages not only repeat their product titles several times, but includes recommendations to other product lineups.
- **Information-related Searches:** Many customers are curious about the nutritional information of milk alternative products, including their ingredient origins and sustainability factors. Oatly's product pages touch on that by listing out the full ingredient list, mentioning nutrient information ("enriched with vitamins", "calcium"), and calling out keywords like "plant-based" and "GMOs".

Paid Search Tactic — Leverage Competitor Brand Keywords: While Oatly's strong brand recognition allowed them to drive majority of their search traffic from branded keywords (88% of their search traffic came from keywords that included their brand name "oatly" in the search), they also leverage their competitors' brands to boost their search ads. For Oatly's product ads, they target their ads to competitor keywords such as "califia farms", "califia farms unsweetened almond milk", "oat yeah" (a Silk product), and "silk soy milk". This allows them to capture the attention of audiences who may not have heard of the Oatly brand but are already a target audience based on their product-preferences (plant-based "milks").