

# MINDSHARE

A WPP Media Brand

# The Perfect Blend

How Nespresso used Total Search to transform

Search fragmentation into a growth engine

# From the start, Search has aimed to reduce the barriers between user questions and answers

From **queries**



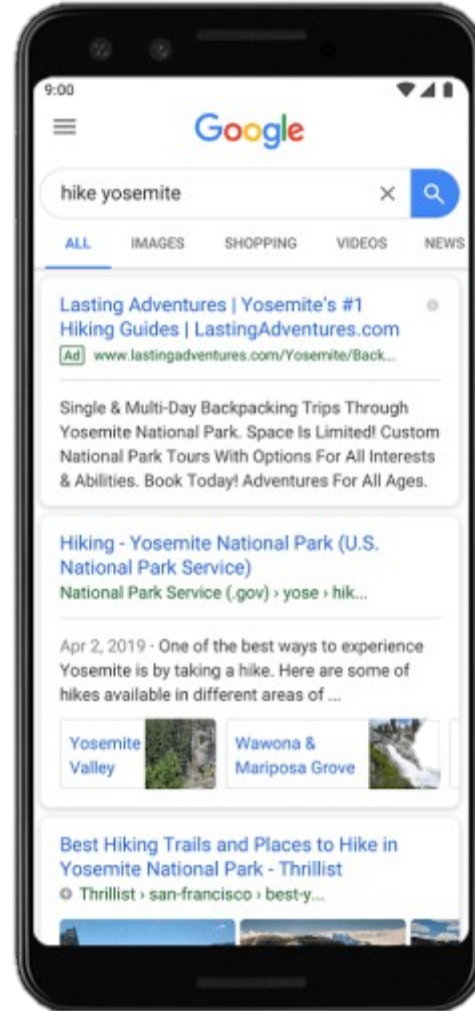
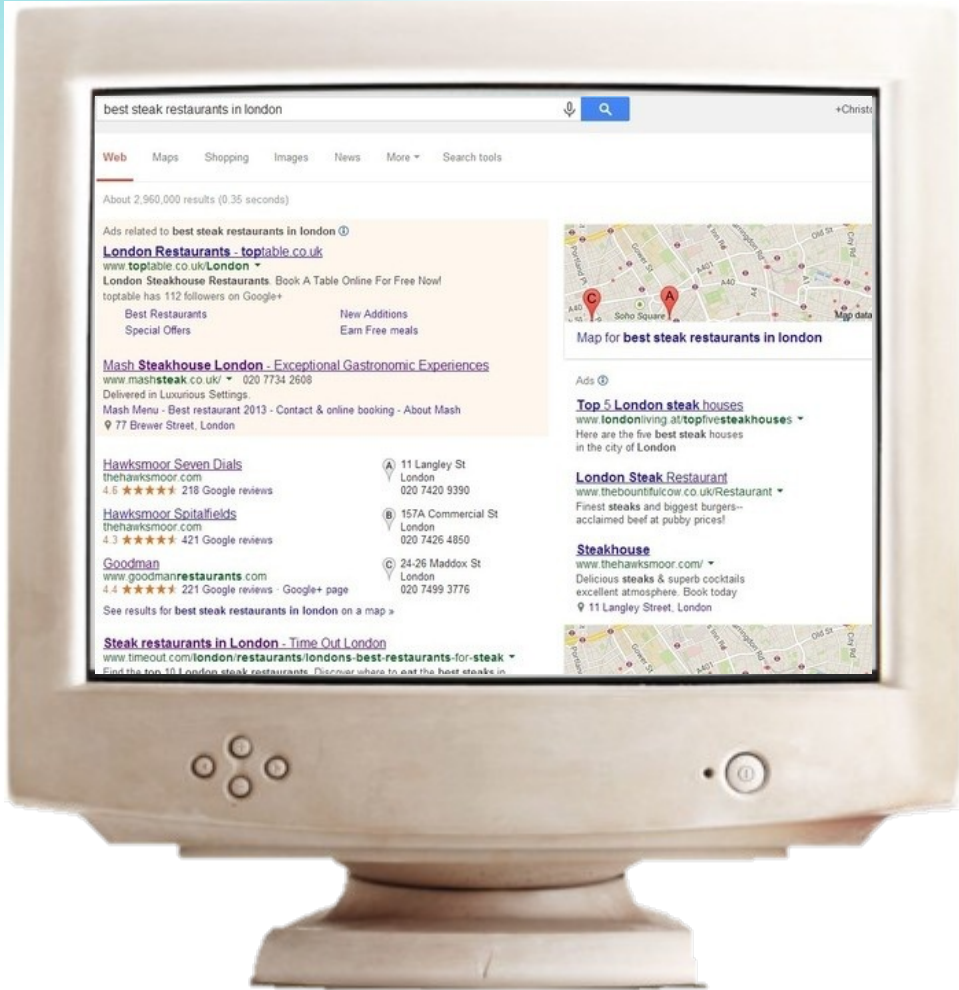
To **feeling lucky**



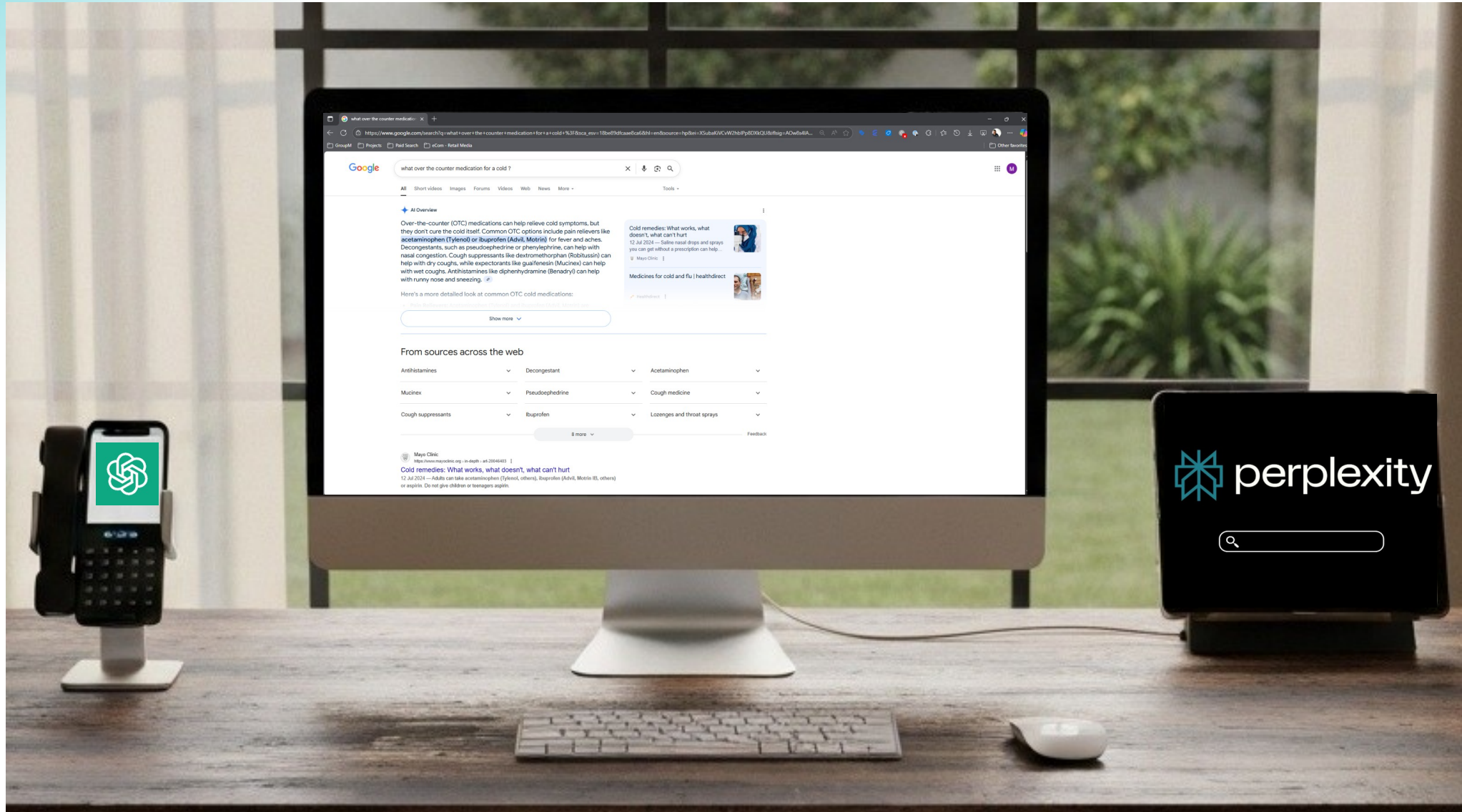
To **predictive**



# Habits have changed, moving through mobile and voice search...



# ... all the way to “AI Search”.



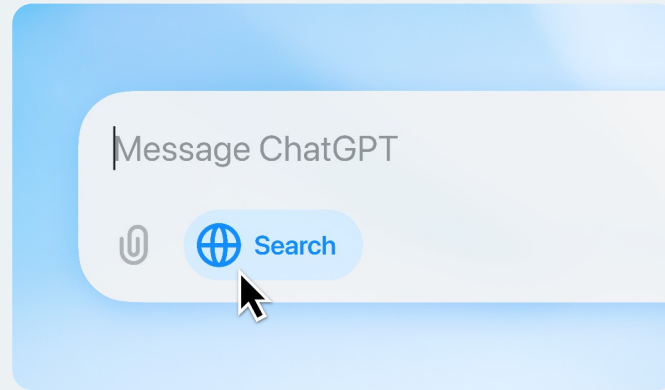
# Search more fragmented than ever



**2020**

Social Search

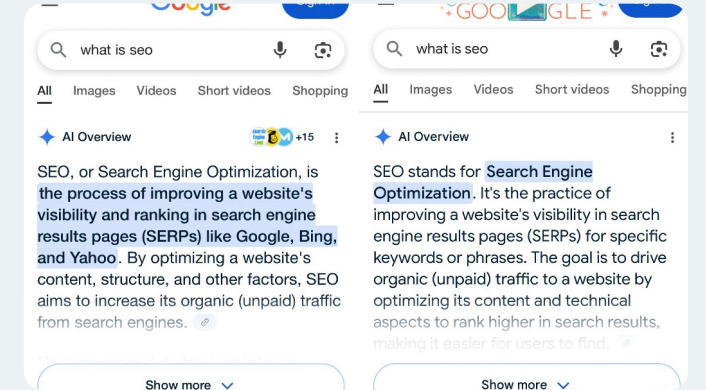
TikTok, Pinterest capture lifestyle searches and product discovery



**2022**

AI Search

ChatGPT, Claude, Perplexity answer product questions



**2025**

AI Overviews

Google integrates AI into SERPs

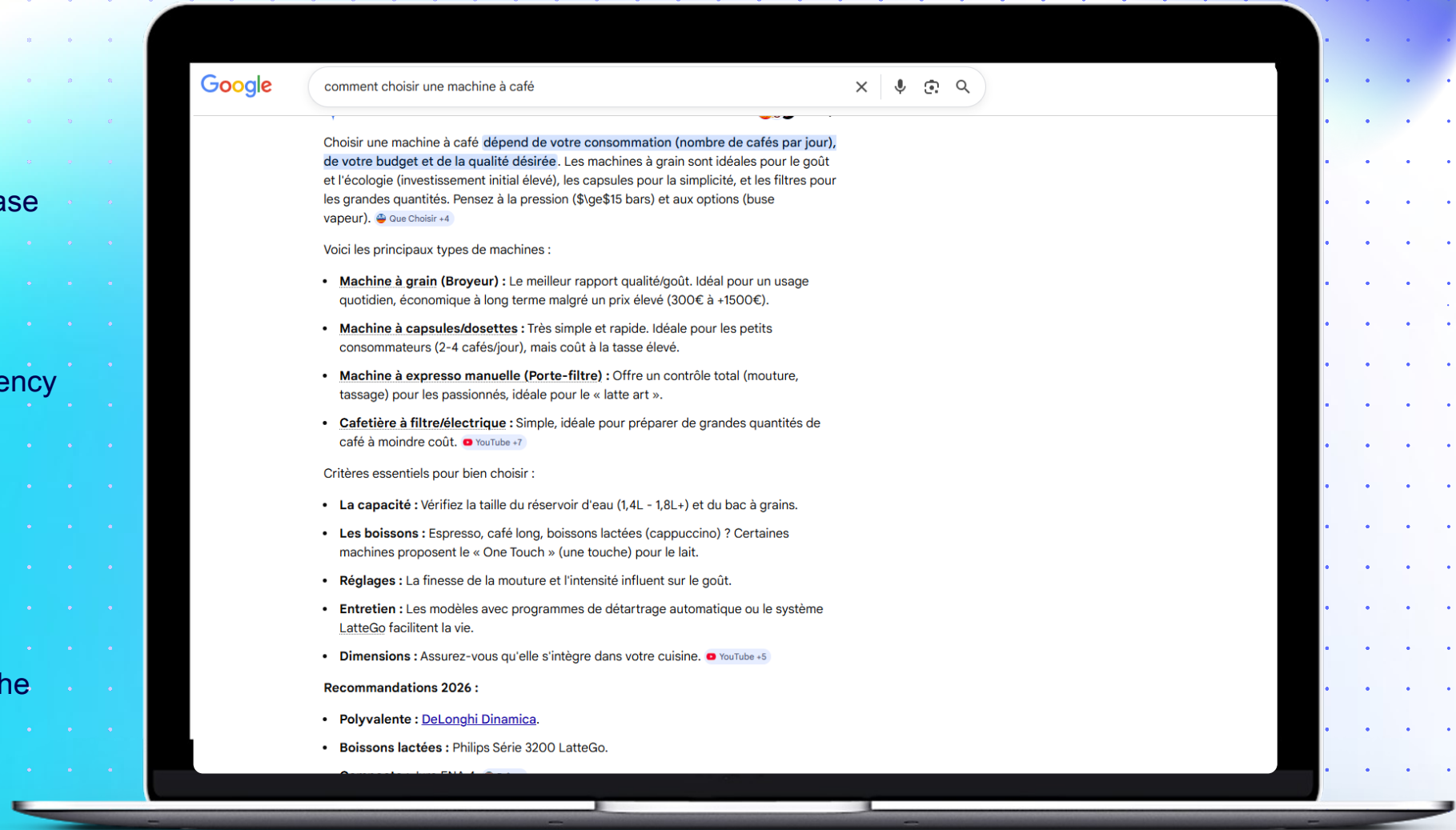
# A twofold challenge for Nespresso

01 – Stay visible throughout the purchase journey

02 – Maximise media investment efficiency

## Common thread:

Connecting consumer questions with the brand's answers



# Our answer: Total Search

Breaking down the silos between SEA, SEO, Social Search, Retail Media and AI Search to build a coherent ecosystem where each channel plays a defined role.

## SEA

Broad match  
Value-based bidding  
Performance Max + AI Max

## SEO

Content gaps  
Semantic mapping  
AI-readiness

## TOTAL SEARCH

## Synergies SEA+SEO

Budget reallocation  
Perfect substitution

## Retail Media

Amazon Ads  
Kräfel, MediaMarkt

## Social — Pinterest Search

Lifestyle-to-purchase

# SEA — Capture every intent

Execution — Search Engine Advertising

## Broad Match Keywords

Maximum coverage of purchase-intent queries via broad match

## Value Based Bidding

Real-time ROAS optimisation through value-based bidding

## Performance Max

Automated cross-channel campaigns to maximise conversions

## AI Max (test)

Early adopter of new Google Ads features — +282% traffic

### SEA results

**+57%**

Online revenue

**+34%**

ROAS

**+139%**

PMax

**+282%**

AI Max traffic

# SEO + SEA/SEO synergies

Execution — Organic and complementary

## SEO

- Content gap analysis
- Semantic mapping
- Technical optimisations for AI Search
- Content optimised for AI Overviews

## SEA + SEO synergies

- Budgets reduced where SEO already ranked well
- Spend reallocated to high-potential areas
- Tracked via Integrated Search Dashboard

### Perfect substitution

Organic share

**22% → 27%**

Paid share

**58% → 53%**

Search sales

**+21%**

# Retail Media + Social Search

Execution — Complementary channels

## Retail Media

Sponsored products and brands on Amazon, Kröfel and MediaMarkt to capture comparison shoppers at the moment of decision.

**+189%**

Amazon Ads sales YoY

**ROAS 2.74**

(+51%)

## Social — Pinterest Search

Pinterest Search used as a conversion engine, bridging lifestyle inspiration and purchase intent.

**186K €**

incremental revenue

# WPP Open — The tactical edge

*Tools — Technologies powering execution*

## **Integrated Search Dashboard**

**Real-time tracking of SEA/SEO synergies. Identifies cannibalisation zones and reallocates budget.**

## **CIM Studies**

**Custom Intent Modelling to map search intents and anticipate behaviours.**

## **AI Agents PPC / SEO / Content**

**Accelerated tactical optimisation. Teams focus on strategy while AI handles the adjustments.**

*Total Search delivered the strategic overhaul. WPP Open provided the tactical edge.*

# Results

**+17%**

Orders  
online YoY

**+57%**

Online revenue  
SEA

**+34%**

ROAS  
SEA

**+1.3%**

Media budget  
YoY

**+189%**

Sales  
Amazon Ads

**186K €**

Pinterest revenue  
incremental

**22 → 27%**

Traffic share  
organic

**+139%**

Performance  
Max

# Detailed results by channel

| Channel      | KPI                                   | Performance                        |
|--------------|---------------------------------------|------------------------------------|
| Overall      | Online orders                         | <b>+17% YoY</b>                    |
| SEA          | Online revenue / ROAS / PMax / AI Max | <b>+57% / +34% / +139% / +282%</b> |
| SEO + SEA    | Search sales / Organic share          | <b>+21% / 22 → 27%</b>             |
| Retail Media | Amazon Ads sales / ROAS               | <b>+189% / 2.74 (+51%)</b>         |
| Social       | Pinterest Search revenue              | <b>+€186,000 incremental</b>       |

**All of this is achieved with stable media budgets: just +1.3% YoY.**

# Budget efficiency

## BEFORE Total Search

**Paid share: 58%**  
**Organic share: 22%**  
**Siloed channels**  
**Paid/Organic cannibalisation**



## AFTER Total Search

**Paid share: 53%**  
**Organic share: 27%**  
**Integrated ecosystem (5 channels)**  
**Perfect substitution + growth**

**Media budget: +1.3% YoY | Orders: +17% | SEA revenue: +57% | ROAS: +34%**

# Why an AMMA?

**Because reinventing the essentials is also innovating.**

**01**

## **Strategic innovation**

**Total Search redefines how Search is considered within the media mix**

**02**

## **Measurable results**

**+17% orders, +57% SEA revenue, +34% ROAS — with stable budgets**

**03**

## **Integrated AI tools**

**WPP Open delivered a concrete tactical edge: dashboard, CIM, AI agents**

**04**

## **Reproducibility**

**A methodology that sets a new standard for Search in the AI era**