



Michael Cramer, Adagio Teas

Known for: Quality and variety selection of tea and gifts

Locations: 3 in the Greater Chicago area

Biggest Challenge

Getting people to find and visit their stores

Adagio Teas is a special series of tea shops with three retail stores in Illinois. With a robust mail order business, their biggest challenge is getting people to find and visit their stores. Once a customer visits, they spend almost a half hour on average in the store, so there’s plenty of time to fall in love with their tea and make a purchase.

“[A customer] will walk a few blocks after seeing an ad on Foursquare while they’re out and about...that’s the reason we’re continuing to run Foursquare Ads.”

Michael Cramer, who handles marketing for Adagio Teas, said other digital advertising wasn’t as effective in getting people to enter the store. With other digital advertising, Cramer said there was a lot of waste. Ads were reaching people at work or at home, instead of on-the-go when they’re looking to walk into a store.

“When you see a Facebook ad, you’re usually either at work or at home. For us, it’s much more likely that they’ll walk a few blocks after seeing an ad on Foursquare while they’re out and about, as opposed to ‘liking’ something and remembering to visit later,” said Cramer, “One of the follies of Yelp is that their cost is much higher, and they believe three months from now, that person is going to make a purchase. We were spending money with them but not getting a good return.”



Customers on average each spend \$26 at Adagio’s retail stores on everything from tea and teaware to holiday gifts. They get a nearly 360% return on each dollar they spend on Foursquare Ads. “It’s better [than Yelp] and that’s the reason we’re continuing to run Foursquare Ads,” he said.

Business Results

Amount paid per customer visit

📍 \$5.65

Avg. customer spend per visit

\$ \$26.00

Return on investment

% 360%