



Death Wish Coffee, a leading coffee brand, is looking to adapt for the AI-search and commerce world

Challenge

Small team looking to proactively adapt for the AI commerce world

1. Win product discovery in AI-generated search results
2. Scale subscription sales and AI referrals
3. Capture revenue from agent-influenced purchase decisions

Solution

SPINS Agentic Discovery helped brand leaders to:

- Map full AI content footprint
- Pinpoint content competitors on the AI shelf
- Spot content gaps on key purchase-driver claims (e.g., fair-trade)
- Deploy AI-optimized structured content across priority pages

Queries they now show up for:

Find me an organic, fair trade coffee with high caffeine

100% appearance for “high caffeine” queries

Which high caffeine coffee brands are fair trade certified and not greenwashing?

+50% increase in “fair trade” queries

+13.9_{pts}

appearance rate in Google AI
Overviews in one month

“The results have been great. We have learned so much, and it's so valuable to have your partnership!”

Shannon Sweeney • Director of Marketing