



MARKETING CASE STUDY

Cafe Mama

Jersey Gourmet Eatery — East Orange, NJ

One month of Google Business Profile management + Google Ads —
August 2026 results, measured against August 2025.

4.8 ★★★★★

52 Google Reviews



THE CLIENT

A neighborhood cafe competing for local search visibility

BUSINESS PROFILE



BUSINESS

Cafe Mama (Jersey Gourmet Eatery)

LOCATION

560 Main St, East Orange, NJ 07018

CATEGORY

Cafe • \$1–10 per person

RATING

4.8 / 5.0 — 52 Google reviews

SERVICES

Google Business Profile mgmt, Google Ads, social media & review strategy

THE CHALLENGE

Great food, low visibility.

Cafe Mama had strong reviews but an incomplete, under-optimized Google Business Profile — meaning fewer people finding it on Maps and Search, and no paid channel driving new customers.

THE APPROACH

- Full Google Business Profile optimization & posts
- Targeted Google Ads campaign management
- Review, loyalty & social media strategy

AUGUST 2026 vs AUGUST 2025

304

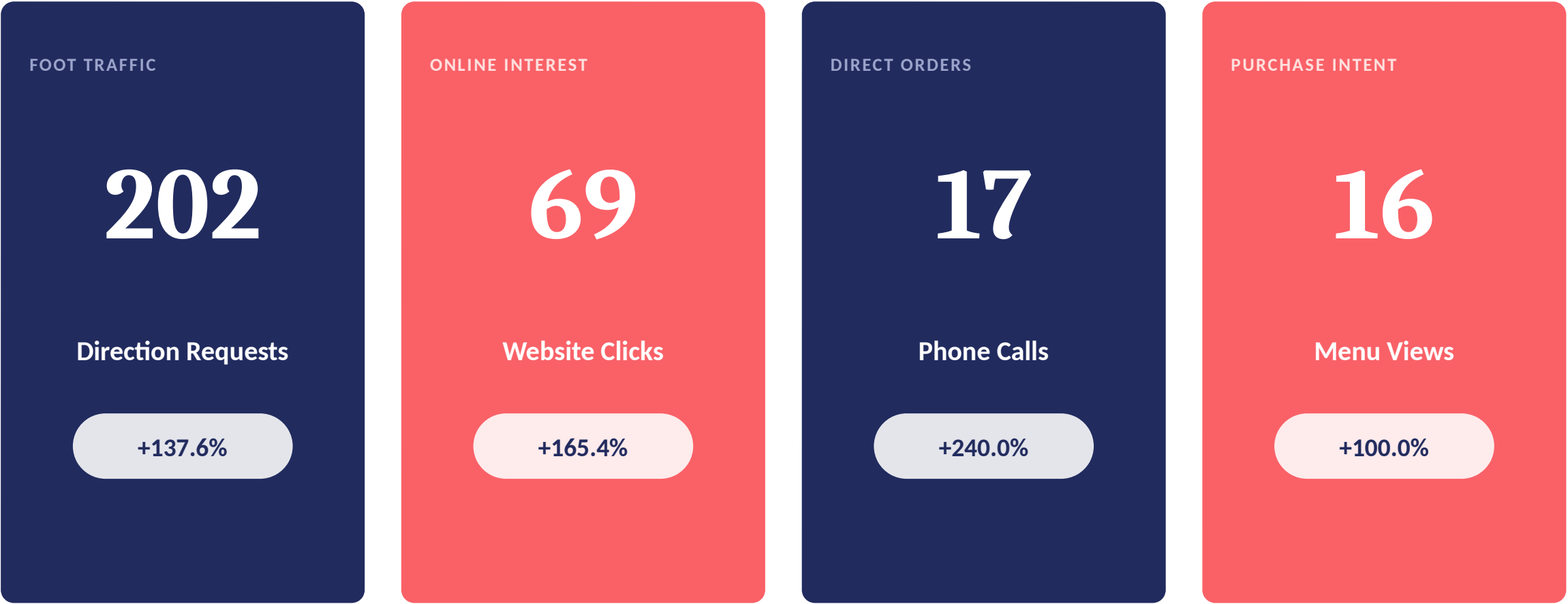
Total Business Profile Interactions

▲ +145.2% growth

*Calls, direction requests, website clicks, and menu views —
every way a customer can act on the profile, more than doubled.*

WHERE THE GROWTH CAME FROM

Four ways customers took action



SEARCH & MAPS VISIBILITY

10,843 people saw the profile

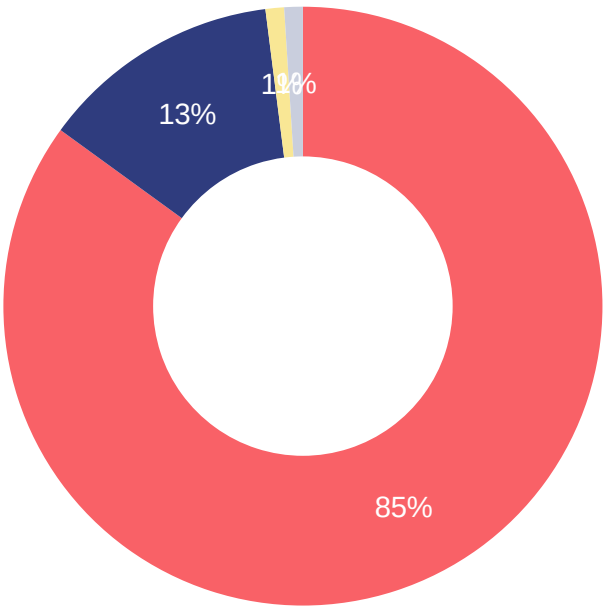
PROFILE VIEWS

10,843

▲ +123.5% YoY

Nearly 11,000 potential customers discovered Cafe Mama on Google in a single month — nearly 6,000 more than the same month last year.

HOW CUSTOMERS FOUND THE PROFILE



85% of discovery came from Google Maps on mobile — exactly where hungry, nearby customers are searching.

- Google Maps - Mobile
- Google Search - Mobile
- Google Search - Desktop
- Google Maps - Desktop

PAID SEARCH PERFORMANCE

Two campaigns, two jobs to do

PERFORMANCE MAX

CM – PMax – Coffee & Breakfast – Local

Local discovery across Search, Maps & Display

1.13k

Conversions

\$366

Cost

\$0.13

Avg. CPC

\$0.32

Cost / Conv.

SEARCH

Cafe Mama – Search Ad

High-intent walk-in & directions searches

259

Conversions

\$253

Cost

\$0.51

Avg. CPC

\$0.98

Cost / Conv.

1,389

Total Conversions

\$619

Total Ad Spend

\$0.45

Blended Cost / Conv.

PMax drives volume at \$0.32 per conversion; Search catches high-intent walk-in searches at \$0.98 per conversion — together, 1,389 conversions for \$619 last month.

Straight from Google — no edits

Only managers of this profile can see this

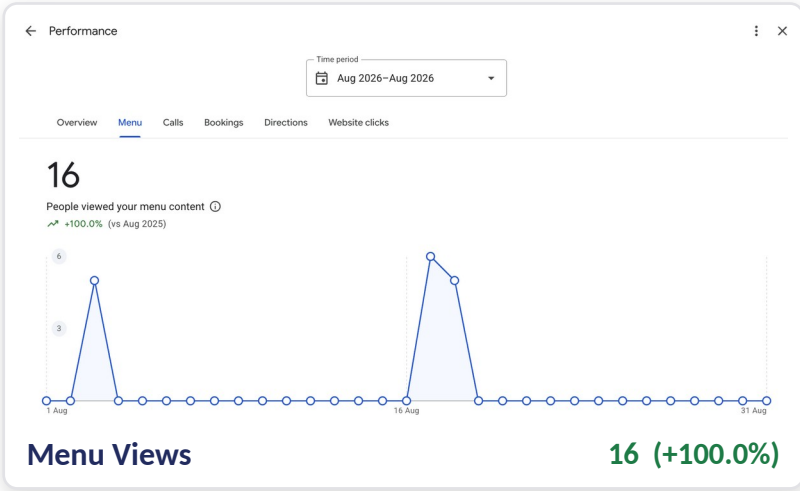
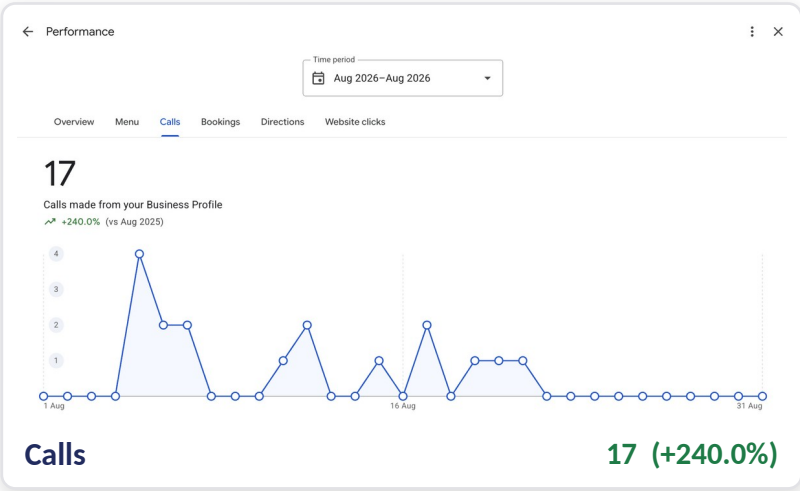
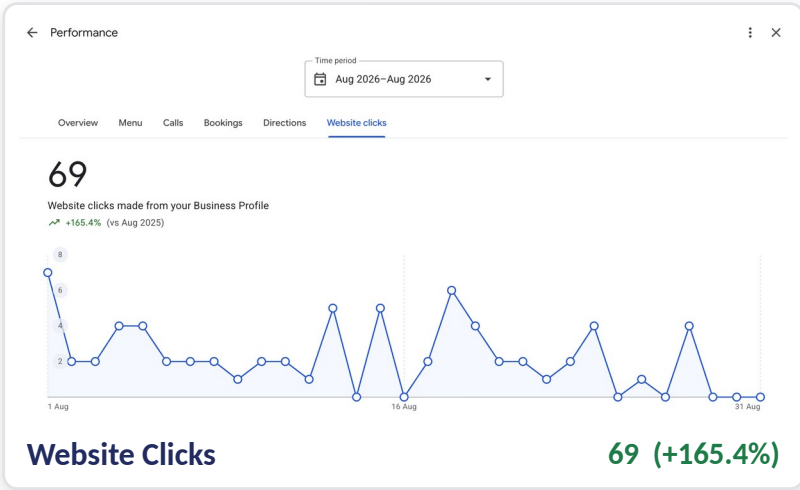
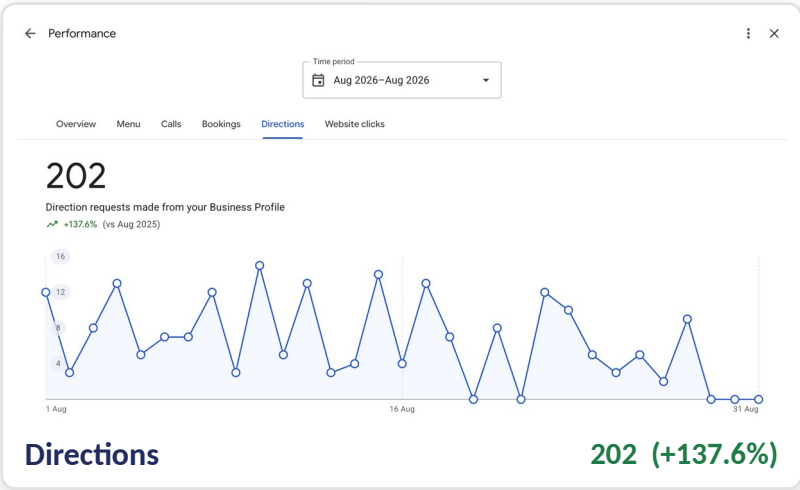
Cafe Mama (Jersey Gourmet Eatery) is your spot for **fresh coffee, smooth lattes, and artisanal eats** inside Jersey Gourmet on Main St, East Orange.

Reported by 13 people

amanchetri.com

VERIFIED RESULTS

Every metric, screenshotted from Google



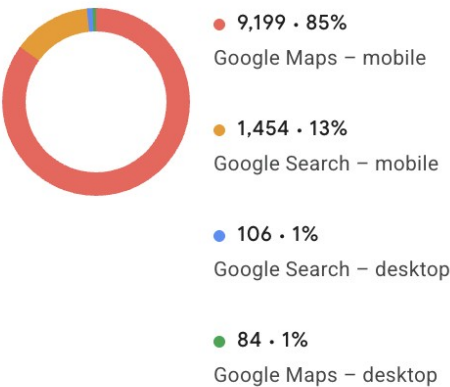
VERIFIED RESULTS

Visibility and ad spend, unedited

10,843

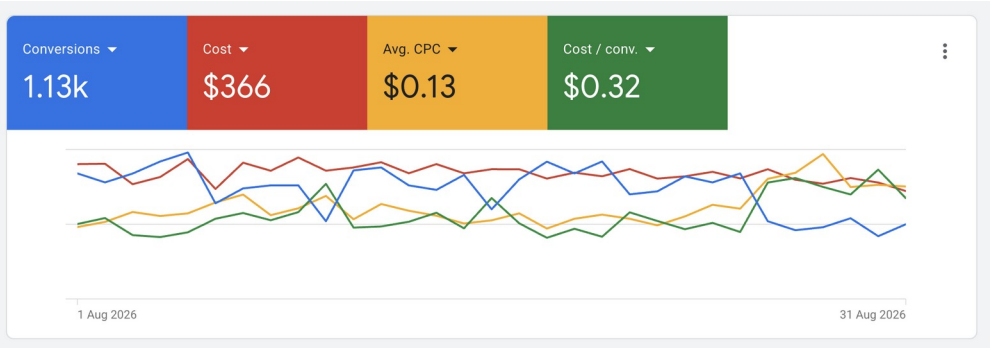
👁 People viewed your Business Profile
📈 +123.5% (vs Aug 2025)

Platform and device breakdown
Platform and devices that people used to find your profile



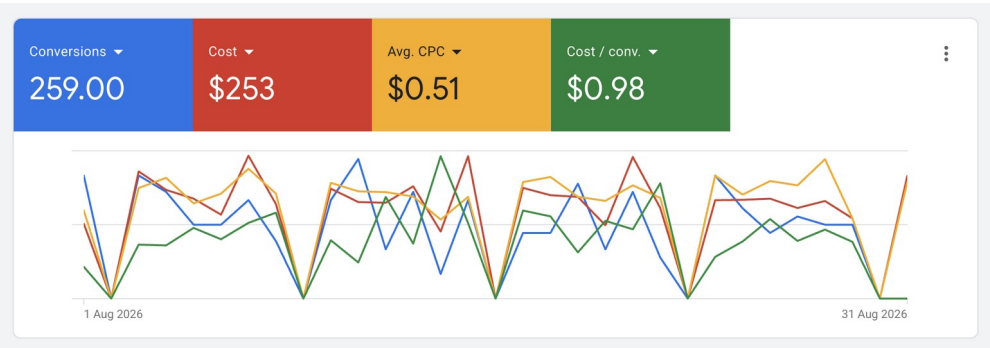
10,843 profile views — 85% from Google Maps on mobile.

GOOGLE ADS — TWO CAMPAIGNS



PMax — Coffee & Breakfast — Local

1.13k conv. • \$0.32 cost/conv.



Search — Walk-ins / Directions

259 conv. • \$0.98 cost/conv.

THE TAKEAWAY

What this means for a restaurant owner

1

More people found the door.

Direction requests jumped 137.6% — that's foot traffic, not just impressions.

2

More people picked up the phone.

Calls grew 240%, the fastest-growing metric of all — direct line to new orders and reservations.

3

Visibility compounded.

10,843 profile views, up 123.5%, almost entirely from Google Maps on mobile — right where local diners search.

4

Ad spend stayed lean.

1,389 conversions across two campaigns for \$619 total — a \$0.45 blended cost per conversion, funding growth without burning budget.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+145% profile interactions • +240% calls • \$0.45 blended cost/conversion

GET STARTED TODAY



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