

PREPARED FOR

VendiBean

From Spam Leads to a Multi-Channel Qualified Pipeline

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ACCOUNT SNAPSHOT

INDUSTRY

B2B - Beverage Tech

BUSINESS MODEL

Office Coffee + Coffee Vending

PLATFORM

Google + LinkedIn

WEBSITE

vendibean.com

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IN TEAL'S OWN WORDS

“Our inbound leads have more than doubled since before we were working with BrandRocket. And that includes not only Google search terms or Google ads, but also LinkedIn ads, which was something completely new that BrandRocket brought in. That has opened up a whole new door of opportunities and leads. Our sales team has been a lot busier with the inbound traffic.”

— Teal Cooper | Co-Founder, VendiBean

From Teal Cooper's on-camera testimonial, recorded 2025.

1. The Client

VendiBean is a B2B beverage technology company that innovates office coffee and coffee vending. The company designs hardware-driven, experience-led products for institutional buyers -- corporate offices, universities, hospitals, airports, co-working spaces, and other commercial environments with serious coffee programs.

VendiBean is not a CPG company. It cannot sell to anyone. Its products are limited geographically, require operational fit, and demand an institutional buyer who understands beverage equipment. That narrows the addressable audience considerably -- and it puts enormous pressure on paid acquisition to put the ads in front of the right eyes, not just any eyes.

At a glance

- Category: B2B beverage technology -- office coffee and coffee vending
- Buyer profile: Corporate offices, universities, hospitals, airports, co-working spaces
- Business model: Hardware + recurring service
- Founder + primary contact: Teal Cooper, Co-Founder
- Reference accounts include institutional buyers in the U.S. higher-education and corporate-campus space

BrandRocket has managed VendiBean's paid acquisition since June 2023 -- nearly three years across Google Ads (full window) and LinkedIn (built from scratch in 2025).

2. What We Inherited

When BrandRocket took over VendiBean's paid acquisition in June 2023, the immediate problem wasn't lead volume -- it was lead quality.

The account was producing inbound leads. But the majority of those leads were unqualified: spam form fills, wrong-sector inquiries, individuals looking for home coffee makers rather than institutional buyers, and competitors fishing for pricing. Real qualified institutional inquiries were buried in the noise. The sales team was spending time on leads that would never close, and the marketing reporting was treating every form submission as a win -- regardless of whether it ever became a customer.

Underneath the lead-quality problem sat three structural gaps:

- **No source-level waste filter.** Google's broad-match keywords were attracting irrelevant search traffic, but there was no system in place to detect and exclude the wasted-spend queries before they burned budget.
- **No second channel.** All paid acquisition was running through Google Ads. There was no LinkedIn presence in paid -- despite LinkedIn being the natural platform for the institutional B2B buyer audience VendiBean actually sells to.
- **No closed-loop visibility.** The marketing reporting could see clicks and form submissions. It could not see which keywords, ads, or campaigns produced leads that eventually closed into customers. Every keyword looked equally valuable -- which meant every keyword got optimized as if it were equally valuable.

That's what we replaced -- not by managing the account harder, but by engineering three custom systems that fix the underlying problems.

3. What We Engineered #1 — The Search-Term Filter

The first system we built was a search-term monitoring and filtering layer that runs on top of the Google Ads account.

Standard Google Ads management means a human goes into the search terms report periodically and reviews what people are actually typing. For an account producing lots of low-quality traffic, that periodic review isn't fast enough -- by the time the human notices the wasted spend, the budget is already gone.

We engineered custom scripts that monitor search terms continuously, detect patterns that match VendiBean's known waste profile (home-use buyer language, wrong-product language, wrong-geo language, competitor-fishing language), and automatically flag them for exclusion. The result is a continuous source-level quality filter that strips wasted spend before the money is gone, rather than after.

"Before working with BrandRocket, a lot of the leads coming in were unqualified and spam. And we were able to clean that up drastically. Now the majority of the leads coming in are qualified."

— Teal Cooper | Co-Founder, VendiBean

4. What We Engineered #2 — LinkedIn Build + Custom Lead Delivery

VendiBean's natural buyer is an institutional decision-maker -- a facilities director, an office manager, a hospitality lead at a corporate campus, an operations head at a co-working space. That audience lives on LinkedIn. But before BrandRocket took over, LinkedIn was not part of VendiBean's paid acquisition program.

In May 2025, we built the entire LinkedIn ad account from scratch -- audience targeting, campaign structure, creative production, lead-form architecture, and the Pixel implementation. Within the first months, LinkedIn was producing qualified institutional leads in volumes the platform hadn't delivered for VendiBean previously, because the channel hadn't existed previously.

The custom lead delivery automation

LinkedIn has a real product gap that BrandRocket solved on VendiBean's behalf: **LinkedIn does not natively email lead-ad submissions to the advertiser's team.** The leads sit inside LinkedIn's interface and a person on the client team has to log into LinkedIn to retrieve them. For a busy sales team, that's a constant operational tax -- and leads that should be responded to in minutes can sit unread for hours or days.

We engineered a custom lead-delivery automation that pushes every LinkedIn lead-ad submission directly to VendiBean's stakeholders in real time. Sales gets the lead the moment it's submitted, in the inbox where they already operate, with the full submission detail attached. The LinkedIn-to-sales-team delivery delay went from "whenever someone logs in" to instant.

"Before working with BrandRocket, we went through a few different Google ad contractors. And no one really took the time to really understand our business and our business models and who we target. BrandRocket came in focused and clear, taking the time to really understand our business and who we target and how we do the messaging and the branding and the advertising as a whole."

— Teal Cooper | Co-Founder, VendiBean

5. What We Engineered #3 — The Click-to-Customer Integration

The third system was the most consequential for how VendiBean now thinks about paid acquisition: a custom integration between Google Ads and the HubSpot CRM, built in two layers.

Layer 1 — The reporting layer

We cross-reference Google Ads click data with HubSpot deal-stage data in our reporting workflow. For any lead that came in through paid, we can now trace the click back to the campaign, ad copy, keyword, match type, and device that produced it -- and then forward through to where that lead sits in the sales pipeline. New lead, opportunity, closed-won, closed-lost. Which keywords produce leads that close. Which keywords produce leads that go nowhere.

Layer 2 — The offline conversion upload

On top of the reporting layer, we built an offline conversion upload that pushes closed-deal events from HubSpot back into Google Ads. That means the bidding algorithm itself sees more than form submissions -- it sees which paid clicks eventually turn into actual closed customers, and it optimizes future bidding accordingly.

Before this integration, the marketing program optimized against form submissions. Every form submission counted equally. There was no way to ask: *which keywords actually produced customers?* Now that's the question we optimize for.

This is the difference between optimizing for lead volume and optimizing for customer acquisition. Most paid programs never get to do this. VendiBean's program does.

6. The Three-Year Picture

The three engineered systems above are not theoretical. They produced a measurable transformation in how VendiBean's paid program looks today versus the day we took over.

The quality-over-quantity arc

Dimension	Pre-BR (Google Ads only)	Today (Google + LinkedIn, engineered)
Lead quality	Mostly unqualified / spam	Majority qualified (per client)
Channel mix	Single channel (Google only)	Multi-channel (Google + LinkedIn)
LinkedIn channel	Did not exist	Delivers hundreds of leads per year
LinkedIn lead delivery	N/A (channel didn't exist)	Instant push to sales inboxes
Wasted-spend filtering	Periodic manual review	Continuous automated source-level
Click-to-customer visibility	Form submissions only	Keyword-level deal-stage attribution
Bidding signal	Optimized for form submissions	Optimized for closed customers (via offline conv upload)

The lead-volume number went *down* over the engagement as the quality filter tightened -- and that is the filter working as designed. Spam leads that used to count as "conversions" no longer do. The leads that come through now are predominantly qualified institutional inquiries that the sales team can actually pursue. And the bidding algorithm itself now optimizes against closed customers, not just form submissions, because of the offline conversion upload BrandRocket engineered.

LinkedIn -- the channel BrandRocket built from scratch -- went from zero leads to hundreds in its first full year of operation, all in the institutional B2B audience that maps to VendiBean's actual buyer profile.

7. What This Means For The Business

After nearly three years of BrandRocket management:

- VendiBean's paid acquisition program has shifted from a single-channel volume model to a multi-channel quality model -- Google plus LinkedIn, both engineered for the institutional B2B buyer profile.
- The majority of inbound leads are now qualified, per the client's own assessment. The unqualified / spam lead flow that defined the pre-BR account has been filtered out at the source.
- LinkedIn -- a channel that did not exist in the program before BrandRocket -- now delivers a steady inflow of qualified institutional leads, pushed directly to sales inboxes the moment they're submitted.
- Google Ads is now connected to HubSpot at the click level. The program optimizes against actual closed customers, not just form submissions. Closed-deal revenue is visible at the campaign and keyword level for the first time.
- The three custom-engineered systems (search-term filter, LinkedIn lead-delivery automation, click-to-customer integration) compound over time -- every quarter of operation adds to the data the systems learn from.

"I've worked with a ton of different consultants and agencies and no one has provided the same level of attention that BrandRocket has given us — not only response time, but also the reporting every week or every other week, along with when something does come up, they're really on top of getting to the bottom of what the issue is and solving that for us at like a business case. Their care and effort as a whole has been unmatched."

— Teal Cooper | Co-Founder, VendiBean

The transformation is from quantity of horrible conversions, to quality of click, to customer. That is the work.