INMOBI | M

Case Study

InMobi Helps McDonald's See Engagement Rate 182% Above Benchmarks
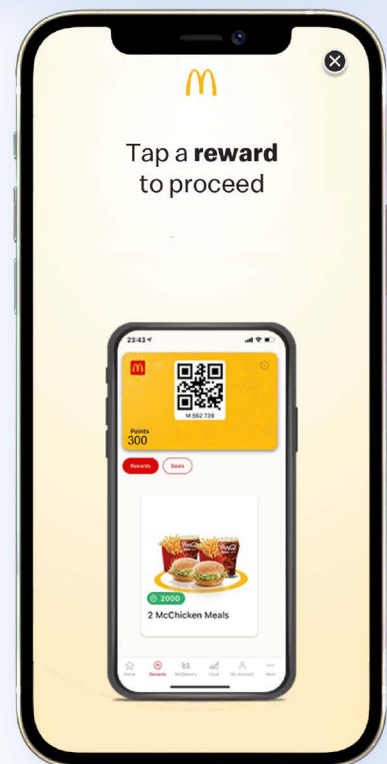
About McDonald's, StudioM and Precision

Founded in 1954 from humble beginnings as a small restaurant, the McDonald's Corporation has become one of the world's leading food service brands with more than 36,000 restaurants in more than 100 countries.

StudioM is part of the Publicis agency umbrella, developed specifically to serve the needs of McDonald's in the Middle Eastern countries of Bahrain, Saudi Arabia, Kuwait, the United Arab Emirates, Qatar and Oman.

Precision, the in-house programmatic unit at Publicis, serves as the data-driven center of excellence for Publicis media agencies, operating its own trading desk and conducting programmatic media buys directly on behalf of its clients.

Highlights

- **182%** Above global benchmarks for engagement rate

- **170%** Above global benchmarks for click-through rate

- **840,000+** Unique users reached

Campaign Overview

At the beginning of 2021, with the COVID-19 pandemic still impacting consumer behavior, McDonald's was looking to improve awareness of its loyalty program through key cities in the Middle East. To help McDonald's achieve its goals, StudioM and Precision worked with InMobi through a private marketplace deal in January 2021. The campaign targeted consumers that would be most likely to order from McDonald's who lived in or near major GCC cities like Jeddah.
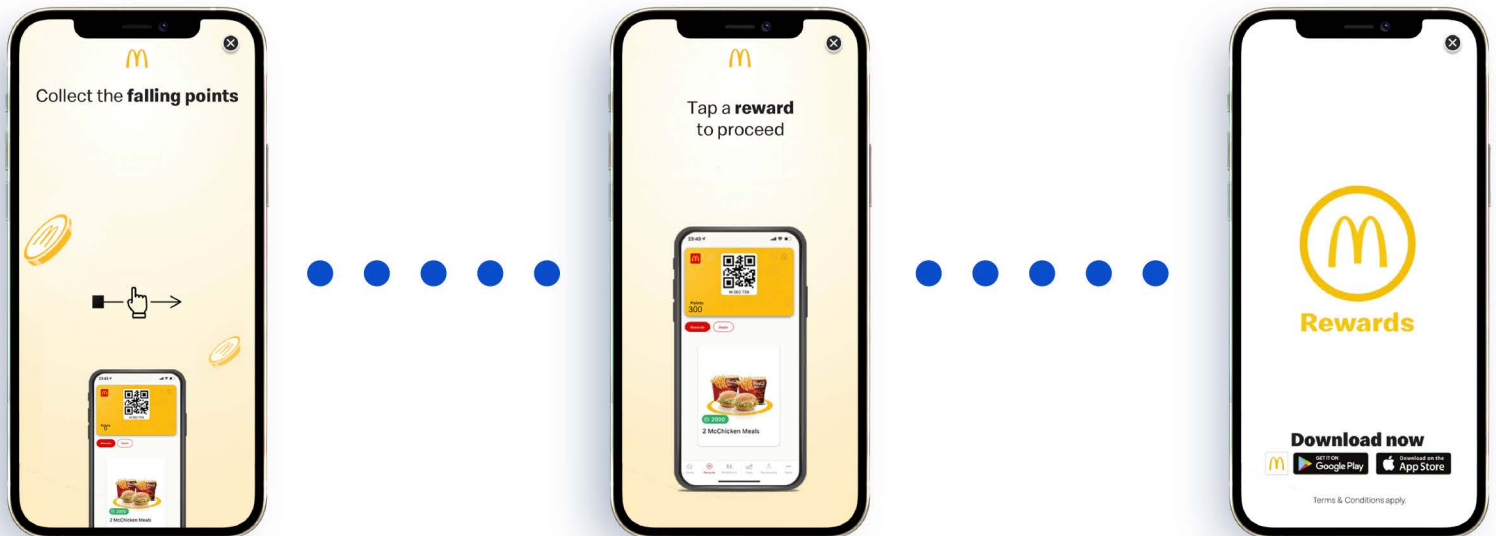
Ad Creative Overview

The campaign utilized a unique interstitial rich media ad unit to capture interest and generate greater awareness, while also educating the customer about the rewards redemption process. InMobi built a custom mobile ad unit on top of the existing McDonald's video ad, creating a mini game where people could play to collectpoints to later redeem within the McDonald's app. To ensure maximum reach and engagements, ads ran in English and Arabic.

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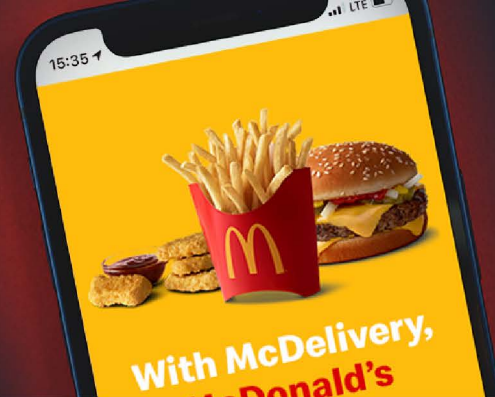
Campaign Results

The campaign was a major success, reaching over 840,000 unique users. The overall click-through rate of the ads across the campaign was 170% above their global benchmarks, while the video completion rate was over 30% above benchmarks. The campaign was especially successful from an engagement standpoint, as the engagement rate overall was 182% above global benchmarks. This showed that consumers really enjoyed both the video and the playable portions of the ad. And as an additional benefit, their app also saw additional traction thanks to the campaign. Over the course of the campaign, the ads led hundreds of people to install and use the app. To help McDonald's achieve its goals, StudioM and Precision worked with InMobi through a private marketplace deal in January 2021. The campaign targeted consumers that would be most likely to order from McDonald's who lived in or near major GCC cities like Jeddah.

Audience Insights

The campaign also successfully reached their target audience, with 85% of those seeing the ad between the ages of 18 and 28. Three-fourths of those who responded positively to this campaign were women, while parents with young children, Millennials and teenagers showed high levels of interest as well.

Next Steps

Going forward, the McDonald's team is considering running additional in-app ad campaigns with InMobi, along with a wider variety of ad products, to further boost awareness of its app and offerings. In addition, InMobi Pulse may be leveraged in the future to help the McDonald's programmatic team more effectively understand changing user behavior and preferences as COVID-19 vaccines become more available in the region and as case numbers decline.