

Case Study

InMobi Helps Leading Global QSR Brand Drive High Quality App Installs


Context

In 2011, one of the world's biggest quick service restaurant brands launched its own mobile app in order to provide its customers with a more seamless ordering and pickup experience, and to keep them better informed on new products and offerings. The app also made signing up for their loyalty program and accessing points far more seamless. Since 2017, the brand, along with their agency of choice, has been working with InMobi to boost engagement while increasing its app audience.

Thanks to the high quality of InMobi's audiences, more than 50% of those who downloaded the app from an InMobi-led campaign later

reloaded their app payment account, which was significantly higher than what other partners provided.

Increasingly, brand agencies have been working on similar campaigns, as brick-and-mortar entities and other QSR brands launch their own apps. Between 2017 and 2018, year-over-year spending for these kinds of campaigns rose 467%.



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Approach

Back in 2017, the QSR brand and its agency began working with InMobi purely on user acquisition. After promising early results, the relationship quickly expanded to include on-device advertising and push notifications. The brand and agency collaborated with InMobi on a variety of install tactics as well, including highly engaging interactive video ads.

While others promised to provide a lower cost per install (CPI), InMobi was able to exceed their key benchmarks and is one of their top user acquisition partners. More than half of the people who downloaded the brand's app after seeing an InMobi-delivered ad later added money to the app and kept using it, further reinforcing the quality of app downloads driven by InMobi.

Results

The QSR brand and its agency have been immensely pleased with the results they've seen from working with InMobi. Thanks in part to the

SDK integrations InMobi has with over 20,000 leading apps, InMobi helps the brand reach a high quality audience. As a result, the brand and its agency increased spending with InMobi 191% between the first quarter of its 2018 fiscal year and the first quarter of its 2019 fiscal year.

Going forward, the QSR brand plans on further utilizing InMobi's products and services, including retargeting. In addition to keeping its current user acquisition campaigns running, the brand plans on utilizing InMobi Pulse, InMobi's leading mobile market research platform, to better understand its target audiences, while continuing to leverage InMobi's expertise to help expand audiences for its brand messaging.

