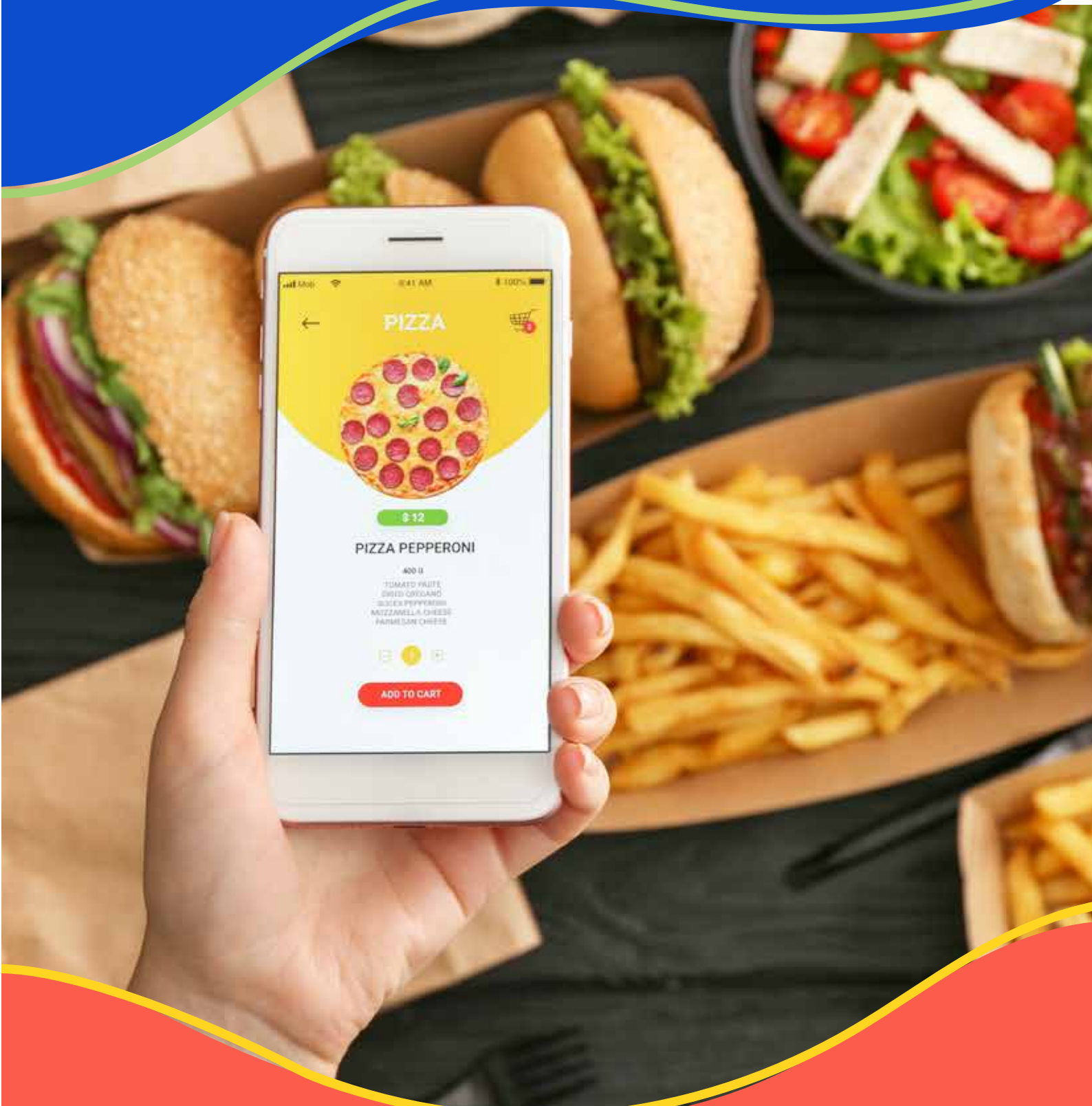


INMOBI

The QSRs Guide to Mobile Marketing Maturity



CONTENT MENU

The State of the QSR Industry

- Adapting to the Connected Consumers' Evolving Habits
- Food Delivery & Fast-Food Orders on Mobile Surge

01

What is Mobile Marketing Maturity?

- Adapting Strategies to reflect Evolving Digital Marketing Maturity
- The Era of Mobile Marketing Maturity

02

Why is Mobile Marketing Maturity Important for QSR brands?

03

Roadmap to Mobile Marketing Maturity for QSR brands

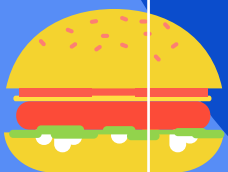
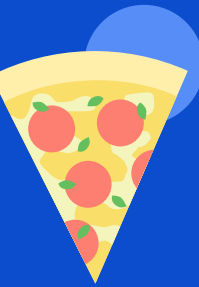
04

Achieve Mobile Marketing Maturity with InMobi's Solutions

05

Get Inspired

07



The State of Quick-Service Restaurants

Adapting to the Connected Consumers' Evolving Habits

Since the onset of the pandemic, restaurant brands have had to restructure their offerings and rely on orders via mobile apps, deliveries, and pickups. Although the pandemic was undeniably the catalyst in the shift, consumers have signaled that the behavior picked up over the last year are here to stay.

A majority of consumers say they plan to keep their mobile apps for restaurants and food delivery even post-pandemic¹. The experience has won them over, and it will remain the best bridge to convenience available. The digital channel of restaurant brands now form a central part of the sector's DNA, especially in the QSR and fast-casual dining segments. In some parts of the world, digital channels have even surpassed physical restaurants in popularity, largely due to the traction of restaurant and food delivery mobile apps.

Foodie



YOUR CHOICE OF FOOD

There is no better advertisement campaign that is low cost and also successful at the same time. Great business ideas.

CONTINUE

Delivery



CONTINUE

Food Delivery & Fast-food Orders on Mobile Surge

Amid lockdowns and social distancing policies over the past year, food delivery orders on mobile surged worldwide. Weekly sessions on food & drink mobile apps grew across all markets in Q2 and Q3, reaching record levels in Q4 2020. Indonesia saw an 80% YoY growth in the last quarter of 2020².

GrabMerchant, COOKPAD International, Kopi Kenangan, HappyFresh, Pizza Hut Delivery Indonesia topped the list of the top five breakout F&B Apps in 2020.

¹QSR Magazine "Pandemic-Era Restaurant Habits That Will Outlast COVID-19", Feb 2021

²App Annie "State of Mobile", 2021

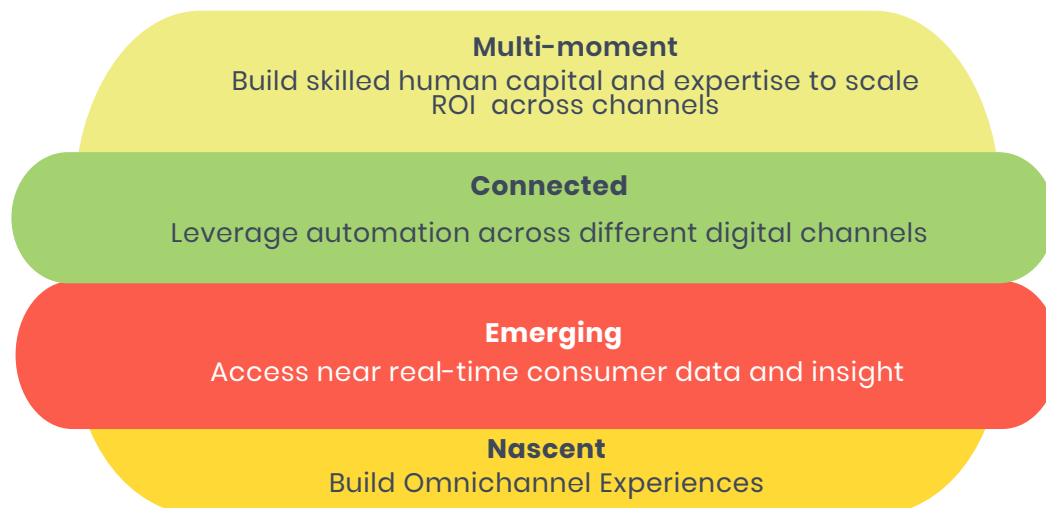
What is Mobile Marketing Maturity?

To understand Mobile Marketing Maturity, we need to first make sense of Digital Marketing Maturity. Digital Marketing Maturity (DMM) is a continuously evolving process that refers to a brand's ability to respond and adapt to disruptive technology trends and deliver a seamless brand experience to its consumers. Leveraging digital will ensure that brands remain relevant in their consumers' minds while fostering meaningful digital interactions with them.

Adapting Strategies to reflect Evolving Digital Marketing Maturity

DMM is categorized into four maturity levels: **Nascent, Emerging, Connected, and Multi-moment**.

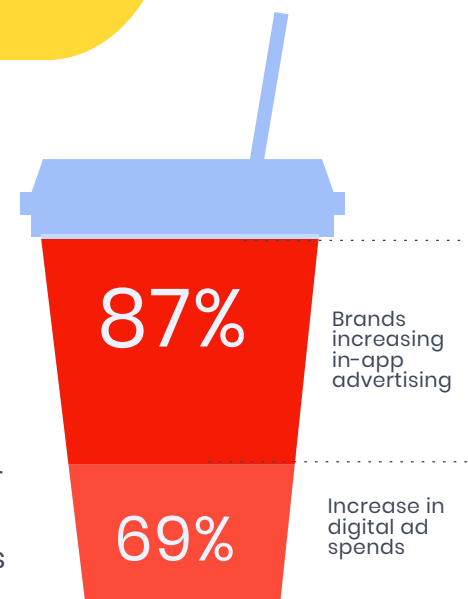
The higher the brand's expertise in delivering measurable outcomes and meeting consumer expectations, the higher is their DMM. According to Boston Consulting Group, companies that achieve the highest level of DMM report 30% cost savings and 20% increased revenues⁴.



The Era of Mobile Marketing Maturity

In 2021, attaining high DMM has become synonymous with attaining Mobile Marketing Maturity (3M). 3M emphasizes creating valuable mobile experiences for consumers by focusing on Mobile-first Consumer Intelligence, Mobile Video, and Programmatic.

The post-COVID reality has seen a significant increase, almost 69% in digital ad spends, with 87% of brands increasing their in-app advertising investments by up to 40%⁴. Programmatic buying remains the most efficient digital channel for marketers to reach out and engage with their audiences in a brand-safe environment.

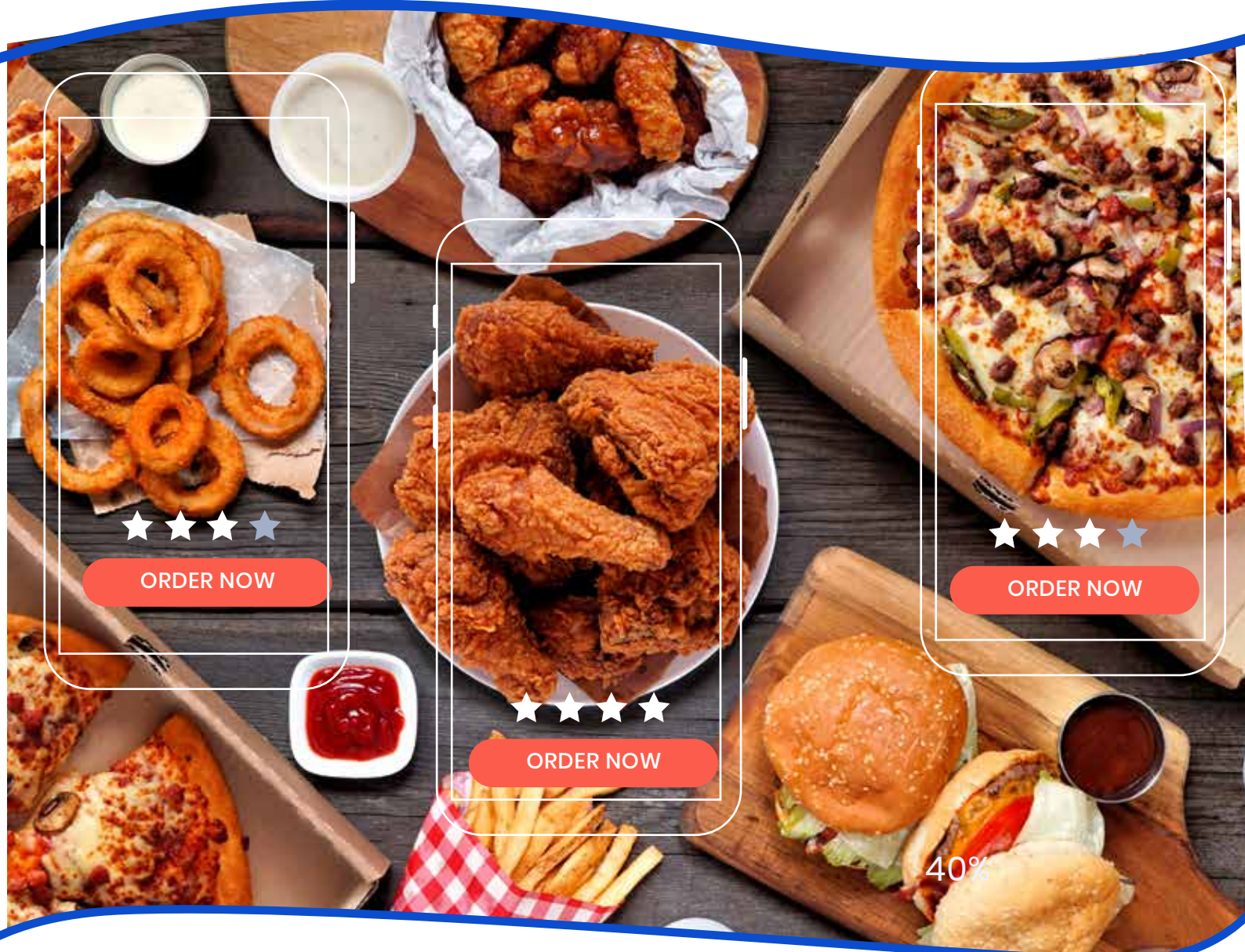


⁴ InMobi, Southeast Asia Mobile Marketing Handbook, Marketing in the Era of Mobile

Why is Mobile Marketing Maturity important for QSR brands??

Fast-casual and quick-service restaurants have to invest in the right channels to expand convenience, putting their brands in front of agile guests. And what better place than mobile? The average Southeast Asian spends up to 11 hours on the internet every day, considerably more than the global average (6H 54M)⁵ and primarily through mobile devices. Evidently, mobile is an extension of nearly every consumer's journey.

By investing in the right insight-creation and automation technologies, QSR brands can provide their audiences with mouth-watering mobile video experiences at scale while maximizing their campaign efficiencies and brand impact.



⁵ We are Social, Hootsuite. "Southeast Asia: Digital Life Intensified", March 2021

Roadmap to Mobile Marketing Maturity for QSR brands

01 Leverage Mobile-first Consumer Intelligence

- Move beyond conventional research methodologies by leveraging the always-on device – mobile, to understand consumer sentiment.
- Enhance your first-party data by establishing data-value exchange with consumers on mobile.



02 Adopt In-App Programmatic

- Invest in programmatic technology like Demand Side Platforms (DSP)
- Reach audiences that matter by curating your mobile advertising supply chain
- Prepare for a cookie-less future

03 Play to the Gallery with Mobile Video

- Invest in Mobile Video as Mainstream Advertising and NOT just as an Innovation
- Deliver a buffer-free mobile video experience using the latest Video Ad Serving Template standards
- Leverage the Mobile Ratings' Council (MRC)–accredited viewability partners



04 Drive Personalization using Data, Measurement and Automation

- Build a 360-degree view of your consumer by investing in measurement, customer data management and consumer intelligence platforms
- Leverage the unified view of your consumer and automation to drive a personalized experience at every stage of the consumer journey



Achieve Mobile Marketing Maturity with InMobi's Solutions

In this #NewNormal, consumers are now more price-conscious than ever. Consumers prefer to visit stores in their neighborhoods and vicinities over malls and supermarkets. Users are also discovering new brands and offerings primarily on their mobile devices.



Location Solutions

Influence real world behaviour of your consumers with advanced location-based targeting designed to drive in-store visits and increase sales.

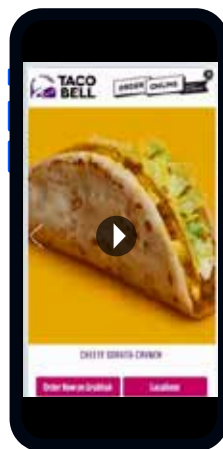
💡 Tip #1

Target audiences in real time around their places of interest using InMobi's Polygon Mapping Technology with real-time offers and discounts ads to consumers in & around points of interest.

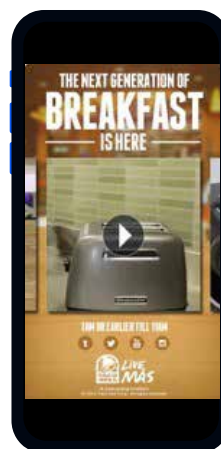
💡 Tip #2

Target hyperlocal audience with relevant ads when they are nearby store locations and areas

Can see the store
<100m now



In Store Vicinity
<1000m now



Catchment Area
<5km now



Footfall Attribution

Drive customers to your restaurants and joints by targeting them with attractive offers. With InMobi Footfall attribution, you can measure and track the impact of your campaign in more than 50,000 mini marts and QSR joints in Indonesia alone!



40%

Video with hotspots

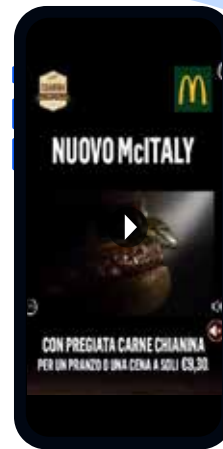
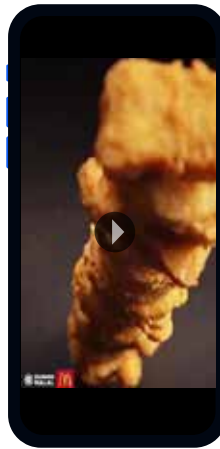
META Video

Animation

Video-based Creatives

Deliver visually rich, contextually aware Brand narratives with InMobi Mobile Video Ads.

Create trailers for your blockbuster Brands with carefully designed video ad layouts for Brand story-telling.



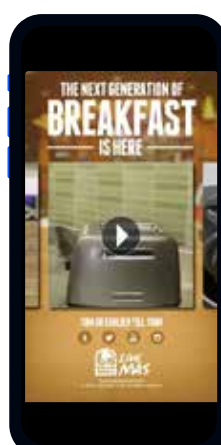
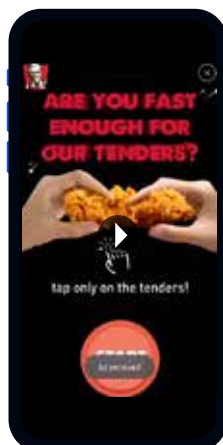
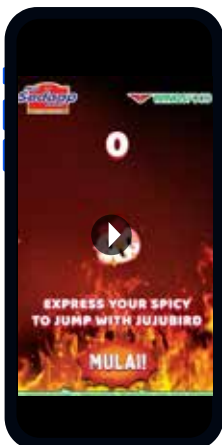
Gamification

Interactive Rich Media

Dynamic

Interactive Rich Media

Rich media technology facilitates highly immersive interactive experiences which lead to deeper consumer-to-brand conversation. In turn this enhances engagement by 200% and drastically improves brand recall and purchase intent in comparison to static ads.



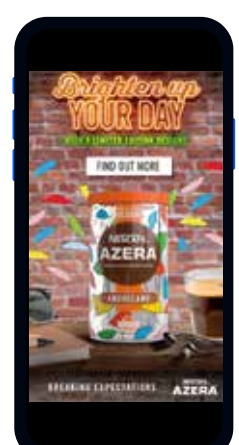
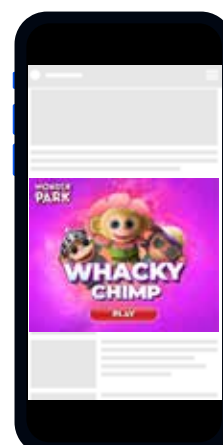
320x50

300x250

Interstitial banner

Static & Animated Banners

A standard banner ad unit, either static or animated and placed within a publisher's specified ad content area around their live mobile content.



Get Inspired



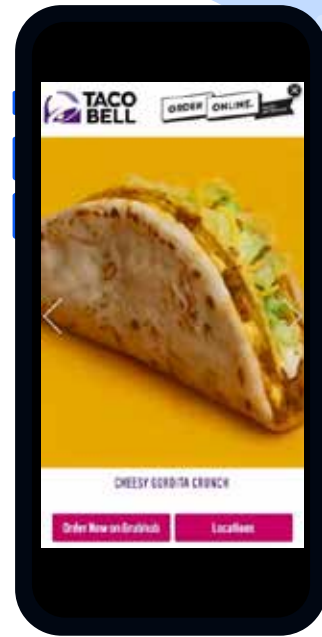
Popeye's Store Locator

Leading to the nearest place of visit as well as ensuring the ease with which the product/service can be availed in addition to how they can go out/get delivery when one gets hunger pangs.



McDonald's Mini Game

An interactive gaming ad idea around the food item is always mouth-watering, capturing the user's attention both, in terms of interest and fun.



Taco Bell's Video & Carousel

Rich Media ads that combine video with relevant messaging are the best way to showcase contextual information/offers to users to sound more convincing. Product videos that will tease and convince users to "grab the offer" is always tastier than static imagery.





InMobi Marketing Cloud



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

Mobile Intelligence

Transparent

Always On

Integrated

 inmobi.com

 [@InMobi](https://twitter.com/InMobi)

 [/inmobi](https://facebook.com/inmobi)

 [/inmobi](https://linkedin.com/company/inmobi)

Ready to take your QSR brand to the next level?
Reach out to us at

mobilemarketing@inmobi.com