



CASE STUDY: New at the McDonald's Drive-Thru - Mobile Marketing

THE CHALLENGE

Innovation is at the heart of why McDonald's is one of the most recognized brands in the world. The company's culture fosters its franchisees to find new ways of competing in the marketplace. A McDonald's franchisee in southwest suburban Houston routinely takes this to heart, coming up with new and creative ways to market his restaurant to the community he serves. Mobile marketing provided him with a new marketing channel he could use to encourage his customers to keep coming back.

OUR SOLUTION

By introducing its mobile marketing platform, Money Mailer showcased the value that it brings to businesses. Adding on mobile at just a fraction of the cost of the overall shared mail campaign, boosted the redemption rate of Money Mailer's offers to nearly double the amount that was being generated from shared mail alone. The mobile program accelerated rapidly once the counter cards were placed at the drive-thru window, increasing the opt-in database by more than 23 percent in the first ten days they were used.



Shared Mail Ad with Mobile Phone Offer

The McDonald's location is currently averaging 25 opt-ins each week.

THE REAL BOTTOM LINE

The McDonald's franchisee was able to achieve more than a \$20 to \$1 ROI with the shared mail and mobile integrated campaign. Plus, the integrated approach built McDonald's database to nearly 300 customers participating in the mobile program. The redemption rate on the mobile messages is 17% to this highly engaged, targeted group of customers.

THE BOTTOM LINE

To improve the amount of daily transactions and increase the revenue generated per customer, Money Mailer worked with the McDonald's location to create an integrated marketing program encouraging customers to opt-in to receive mobile text messages.

"Realigning our focus to the drive-thru window made a world of difference. It was a reminder to always ask the customer who their target is."

Chris Abel, Owner
Money Mailer of Ft. Bend County and Katy (TX)

OUR APPROACH

Well aware of the fact that the McDonald's franchisee had an affinity for trying new marketing tactics, Money Mailer introduced its mobile offering to the business owner. To announce the program, the McDonald's location created an in-store banner with the opt-in code, which was hung near the cash registers. However, after learning that 85 percent of the location's business was generated at the drive-thru window, Money Mailer provided the owner with counter cards that the drive-thru attendant gives to customers.

