



Domino's Pizza improves customer experience and delivers growth for the brand



Company Overview

Domino's Pizza is an American multinational restaurant chain that delivers more than 1.5 million made-to-order pizzas each day.

“From day one, Quantcast has proven to be a valuable partner. Time and time again delivering on their promise with personalized support, advice, and insights tailored to our industry and specifically our organization. Their technology has supported our growth and proven to be a reliable and integral part of our marketing mix.”



ADAM YEOH

SENIOR MANAGER, DIGITAL MARKETING, DOMINO'S PIZZA

CHALLENGE

Since launching in Singapore in 2009, Domino's has successfully grown year-over-year. However, with fierce competition entering the food delivery market in recent years, Domino's wanted to stay ahead and maintain market share. Their goal was to increase order volume via their direct website, building stronger customer relationships and increasing stickiness.

RESULTS

Quantcast identified and navigated changing consumer habits when COVID-19 hit, thanks to its AI technology, which recognized real-time shifts in consumer behavior. Knowing that people were being forced to stay home and tighten their purse strings, Quantcast's technology adapted the audience, to reach those looking for value food delivery services as well as the heads of households purchasing value meals for their families, achieving a 45% lower cost per order during the pandemic. This capability improved the campaign results for Domino's, demonstrating the power that performance advertising can deliver during difficult periods with the right technology in place. Quantcast delivered 22x better return on ad spend (ROAS) than Domino's set goal from January to October 2020.

SOLUTION

Domino's leveraged Quantcast's performance solutions to find online audiences likely to convert on their website (i.e., order pizza) and reach them with engaging, lead-focused display advertising to drive web traffic and sales. In addition, Domino's leveraged Quantcast's real-time data to better understand their customers' behavior online and used Quantcast's machine learning algorithms to find and engage with potential customers, who were browsing takeout dining options.

HIGHLIGHTS



22x

better than ROAS goal



-45%

lower CPA than set goal