

CASE STUDY

Domino's Mobile Drives Revenue and Increases Customer Loyalty



"Domino's Pizza recognizes the value and success of the mobile channel, and there are measurable results to support that it increases customer loyalty and drives revenue."

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BACKGROUND:

For more than forty years at Domino's, pizza ordering transactions were handled over the phone. Then Domino's launched online ordering in 2006. Web based ordering was supplemented in early '08 with mobile ordering and followed up in the fall of '08 with outbound text campaigns to drive mobile and online orders.

OBJECTIVE:

To support franchisees by driving immediate revenue, strengthening customer relationships and increasing ordering frequency. The online ordering experience is where personalization happens - order behaviors are monitored and offers are tailored based on customer preferences. For convenience customers can save their favorites. Text is the catalyst for driving this best-in-class experience.

SOLUTION:

Domino's text program delivers coupon codes to customers at the most optimal times of the day. Customers can order using the coupon by clicking on a link contained within the text message, directing them to Domino's mobile ordering website. Customers can also enter the coupon code online at www.dominos.com to redeem the offer. As part of the program, individual franchise owners have access to a web-based campaign management tool where they can configure details of each outbound message delivered to customers in their delivery area.

RESULT:

Since the launch of the mobile program for Domino's in 2008, the company has measurable results to support that mobile increases customer loyalty: usage of the mobile site for placing pizza orders has doubled since incorporating the text campaign with Air2web. Enhanced frequency is driving critical revenue metrics. Consequently, Domino's mobile customers are one the company's most valuable segments of its customer base.