

Case study

McDonald's is showing how loyalty club members can be acquired using ScreenTicket's graphic mobile coupons.



Company: McDonald's
 Partners: Quickinfo, DBB
 Market: Fast food
 Campaign: McDonald's Student Club



>> Customer need

McDonald's wanted to launch a loyalty club in Denmark, aimed at students between the age of 16 and 25. This club would ideally use a sms system to opt-in and manage the new database for ease of administration. It would need to be simple to sign up, measurable and location specific while having extremely little impact on queuing at the POS. The statistics from the opt-in campaign would be used to target future offers to the students during slower periods, thereby creating both a closer interaction between McDonald's and its clientele as well as increasing revenue.

>> Solution

The existing mobile marketing platform used by McDonald's was integrated with ScreenTicket, which allows students to send a keyword via an SMS and then receive a mobile coupon from ScreenTicket. The mobile coupon specifies the offer, location of the restaurant and timeframe for redemption. The coupon solution is easy for staff to handle due to the On Device Verification® feature and installation of hardware and software were avoided. Measuring conversion rates, from reception of the coupon to final redeeming in-store, was also easily observed in the ScreenTicket web client.

>> Facts

Campaign start: Primo October 2010
 Participating restaurants: 69 out of 84
 Period: on-going 3 years
 Redeeming rate so far: 40%
 Members acquired so far: 16.445

