



GLOBAL

InMobi Helps McDonald's Achieve Over 12x Engagement Rate Above Benchmark



Solution
Engaging with Customers, Acquiring New Users

About McDonald's

McDonald's is one of the most recognizable brands in the world with more than 36,000 restaurants in over 100 countries.

The Highlights

12.29%

Engagement Rate (Global Benchmark 1%-2%)

1.26%

CTR (Global Benchmark 0.4%)

87.82%

MOAT Viewability (Global Benchmark 62%)



In a crowded marketplace where brands increasingly compete for consumer attention, InMobi led us in exceeding our brand awareness campaign and brand uplift study benchmarks through their innovative gaming experience, driving nearly half a million engagements that encouraged consumers to redeem treats through their McDonald's App.



Sherif Coutry
GCC Marketing Director, McDonald's

The Brand Objective

McDonald's wanted to see an increase in rewards redemption through its loyalty program across key hubs in the Gulf Cooperation Council (GCC). In the previous month, 370k customers in the GCC redeemed treats via the My McDonald's Rewards app.



The Solution

InMobi created a mini 'MyRewards' game within a rich media interstitial ad unit – that served to simultaneously engage and educate. In the game, users swiped left and right to scan items and collect points, which led them to information on app download and reward redemption. There was also a dual-language campaign for maximum reach and engagement.

InMobi built audience segments of users from different backgrounds interested in food, shopping, entertainment, music, and tech, and overlaid the segments with users who worked well for similar QSR clients to maximize the result.

Following the campaign, InMobi ran an effective brand uplift study to measure overall ad effectiveness of the study.

The Results

In comparison to previous loyalty campaigns in 2021, phase three of the campaign performed consistently with high engagement and click-through rates.

InMobi reached a total of 1.01M unique users, driving over 400k engagements and over 41k clicks. English creatives garnered 42% of impressions at a click-through rate of 2.64%. The engagement rates were highest for English creatives at 13.07%.

Users in the 18 to 35 age group from diverse backgrounds with various interests in food, shopping, entertainment, music, and tech interacted most with the ad unit.

The campaign was a huge success for McDonald's, highlighting the power of in-app advertising as a medium, as well as the potential around gaming-focused creative.

Following the campaign, InMobi ran a brand uplift study that resulted in high ad and brand recall among exposed audiences. Campaign recorded 50% higher Brand awareness than the control group and ~45% higher preference than the control group. The results are almost 10% higher than other similar brands in the QSR vertical.

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