

Domino's achieves 8.6X ROI with cross-channel journey orchestration



Domino's



"The highlight of using Insider is their dedicated account management team - which means that we get custom support based on our specific needs. Another great thing is their unique A/B testing feature which works amazingly well and we've been able to increase our AOV by testing variations we never thought possible. One of the primary things that we wanted to focus on was improving our AOV and also delivering a great customer experience across channels such as email, web push, ads, SMS, etc. We found just the solution that we were looking for in Insider's A/B testing feature - which has enabled us to test variations of campaigns and find out which contributes to the highest AOV. We've also been able to improve our app downloads using personalised campaigns and offers with web push notifications. And, what has really helped us is that we could test all these scenarios with Insider before going live, helping us prepare and execute better."

Duygu Deniz Kusaksız
E-Commerce Manager

Beril Savuri Düzenli
Digital Product Manager

About



Domino's

Domino's Pizza is an American multinational pizza restaurant chain founded in 1960. Domino's Pizza pioneered an important innovation in the pizza industry by bringing the concept of "home delivery" to pizzas. They work with great passion to prepare the most delicious pizzas and offer very advantageous opportunities to their end customers with our campaigns.

Domino's Pizza Turkey, a global pizza restaurant chain with 600 branches spread across 79 locations in Turkey

Numbers of stores: + 17,000

Operates in: Worldwide

Number of employees: + 56000

Domino's Pizza wanted to deliver personalised experiences at scale on their website to improve conversion rates and revenue. Using gamified experiences they wanted to activate new users and retain existing customers.

They decided that a cross-channel marketing strategy would be necessary to create multiple touchpoints of engagement at different stages of the customer journey. Knowing that merely engaging website visitors and mobile app users wouldn't be enough, Domino's marketing team decided to craft customer journeys including channels like web push notifications, app push notifications, and email.

By engaging pizza lovers on their preferred channels with relevant messages, Domino's was able to effectively capture customers at all stages of the customer lifecycle.



Executive Summary

Convert anonymous visitors into known customers and improve AOV of repeat customers using gamified templates

• Challenge

Turning anonymous visitors into known customers by getting them to complete their first purchase is a major challenge. Engaging customers to order frequently while improving Average Order Value (AOV) were two key challenges for the Domino's team. They wanted to create interactive and engaging experiences to showcase their offers to increase engagement and revenue.

• Result

62% of the users who saw the "Wheel of Fortune" game on the website ended up spinning the wheel to generate a discount coupon.

• Solution

Insider's "Wheel of Fortune" template was chosen to craft a gamified experience while incentivizing customers. The "Wheel of Fortune" gave users a chance to spin the wheel to avail an offer in which they would get 'sides' at discounted prices – in exchange for their email address.

This solution helped convert anonymous visitors into known customers who could be retargeted later with more exciting offers to improve repeat purchases. Known customers were given an incentive to order sides along with their pizza as they were now available at discounted prices.

Gamifying experiences proved to be a gamechanger for Domino's. It offered a win-win solution for Domino's and its fans.

47%

Conversion rate



Encouraging customers to come back with app **push notifications**

• Challenge

While ordering food online, customers have the tendency to skim through the digital menu, add products to their shopping carts but drop off before completing the purchase. This occurs quite often as customers are undecided on what to eat and they just want to check out products and their prices. Domino's was looking for a solution that could nurture this customer interest and get them to complete the purchase.

• Solution

Domino's decided to send app push messages to showcase their USP of "fast delivery at the door in under 30 minutes" to drive urgency and purchases. Since app push messages can be delivered even when customers aren't using the app, Domino's was able to show these messages to different customer segments, including new users, browse abandoners, cart abandoners, and dormant customers. As a result, Domino's managed to increase their conversion rate by getting more customers back to their mobile app and driving purchases.

• Result

The triggered app push message resulted in an **open rate of 23.4%**.

23.4%

Open Rate



Retarget cart abandoners with AI-powered **cross-channel journeys**

• Challenge

Domino's had a sizeable segment of customers who would add items to the cart but drop off without completing the order. This led to high cart abandonment rates and a drop in overall conversion rates. Domino's wanted a solution that could help follow up with cart abandoners and get them to complete their purchase.

• Result

Domino's was able to successfully engage its customers across different channels with Architect, Insider's cross-channel customer journey orchestrator and achieved an **8.6X ROI**.

• Solution

To retarget cart abandoners across multiple channels, Domino's used Architect, Insider's AI-led cross-channel journey orchestrator.

By capturing and consolidating customer data from their website and mobile app, Domino's was able to leverage multiple channels like web push notifications, app push notifications, and email to re-target cart abandoners and bring them back. The usage of these channels allowed Domino's to re-engage customers with personalised messages, recommendations, and coupons even after they had exited the website and app.

Building cross-channel journeys helped Domino's target their customers with the right message at the right time, on their preferred channels. This helped Domino's improve their cart recovery rate and in turn their conversions.

25%

Click-Through Rate



Domino's'lu Seni Özledik,
Türkiye Pizza Günleri Devam Ediyor.

Türkiye Pizza Günlerinde Tüm Pizzalar İnternete
Özel 3 Nisan'a Kadar Tek Fiyata, Hemen Siparişini Ver!

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İnternete Özel 3 Nisan'a Kadar Tek Fiyata



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Pizza Restaurantları A.Ş. Mersis No: 0385050520980012
Büyükdere Caddesi, No: 245 USD Center Maslak, İstanbul
444 33 22

Capturing feedback using gamified surveys

• Challenge

Capturing customer sentiment and feedback is an important element of customer retention. Domino's realised that analysing customer feedback would be key to delivering value and customer satisfaction. However, customers often shy away from providing feedback as the questions and the user experience tend to be unengaging and old-school. Domino's wanted a solution that could capture feedback while delivering a satisfying user experience.

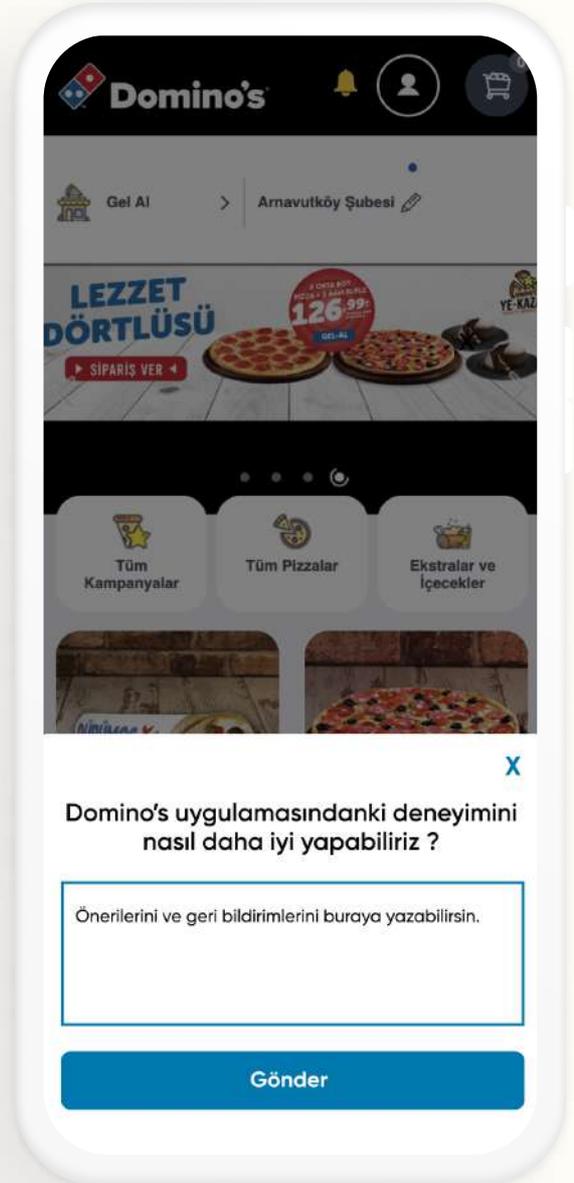
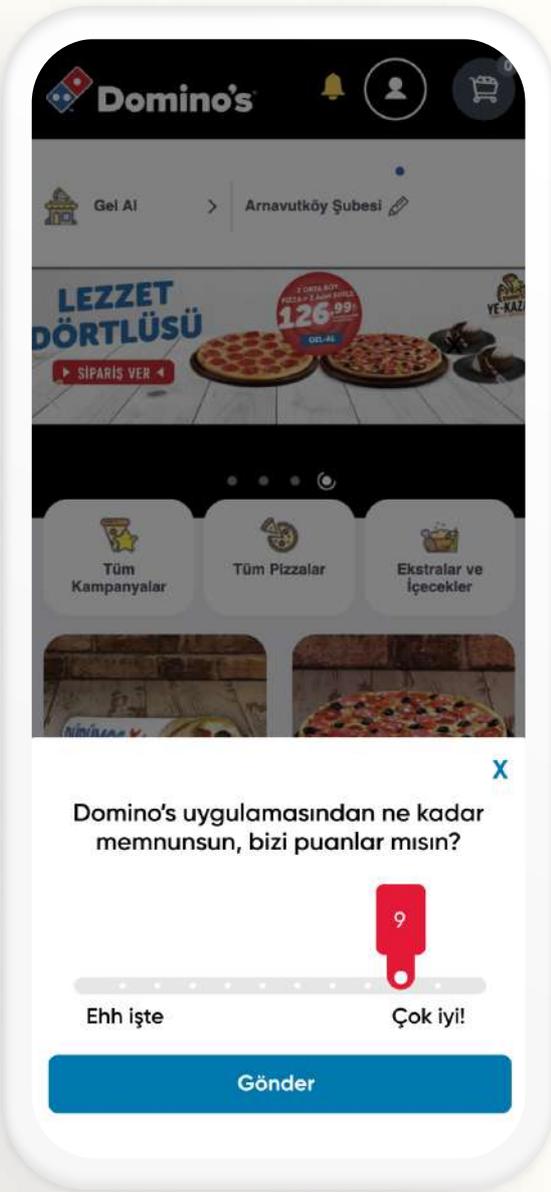
• Solution

Insider's gamified feedback and survey templates helped Domino's create an engaging user experience. The feedback questions tried to gauge the happiness and satisfaction of the customer. Instead of the standard options, Domino's used smiling and sad emojis to capture customer sentiment.

• Result

The gamified survey templates proved to be engaging with **72%** of the customers answering the survey questions.

72% success rate
within 12,286
participants



About Insider

Insider—one platform for individualized, cross-channel experiences—enables enterprise marketers to **connect** customer data across channels and systems, **predict** their future behavior with an AI intent engine and **individualize** customer experiences. Marketers use Insider’s platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, Facebook Messenger, RCS).

Insider recently unlocked unicorn status and NASDAQ congratulated the company for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named as a Leader in Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment. The company has been named #1 Leader on G2’s Mobile Marketing Software and Personalization Grids with a 4.7/5 rating for 20 consecutive quarters. CrunchBase recently ranked Insider’s co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

One-third of Fortune 500 and top brands in retail, automotive, and travel choose Insider to deliver AI-led personalized experiences that exceed customer expectations. Insider is trusted by over 1,200 global businesses, including Singapore Airlines, Estée Lauder, Virgin, Toyota, New Balance, IKEA, GAP, L’Oreal, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, Madeira Madeira, Santander, BBVA, Pizza Hut, Avon, and CNN.

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