

Domino's Pizza Expands Customer Base Through Precise Targeting with Paytm Ads



paytm

Your favorite pizza awaits,
with **MORE SAVINGS!**

30% OFF | Up to ₹200

ORDER NOW



 Domino's

Get 30% Off upto Rs.200 on Minimum Order Value of Rs.400

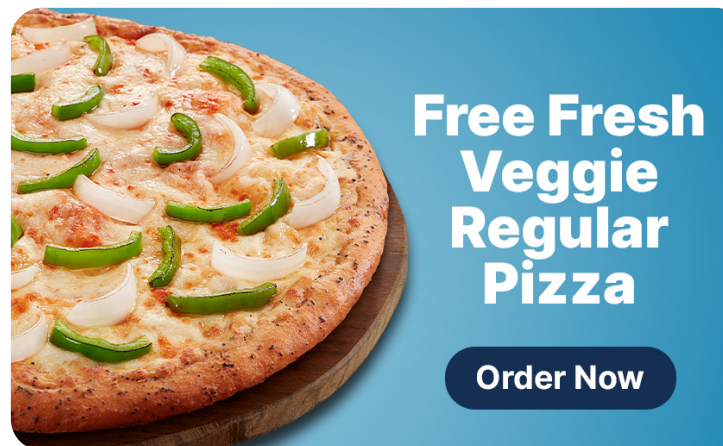
Valid till: Nov 15, 2022

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Free Paneer Paratha Pizza



Free Fresh Veggie Regular Pizza

Order Now

Domino's Pizza: The Most Recognized Fast Food Chain in India

Domino's Pizza, a global leader in the quick-service restaurant industry, has established a remarkable presence in India, captivating the taste buds and preferences of millions of Indians. With its delectable range of pizzas, innovative menu offerings, and unmatched delivery service, Domino's has become synonymous with a satisfying and convenient dining experience. In an era driven by digital advancements and evolving consumer habits, Domino's has consistently embraced innovation to enhance its brand presence.


**Duration of
the campaign:
April 22 to
April 23**



Campaign Objective

Dominos Pizza, renowned for its efficient food delivery and quick service, embarked on a strategic marketing campaign in India to streamline the ordering experience for its customers. Domino's sought to promote its app as the preferred platform for ordering pizzas to reduce dependency on third-party food delivery apps. To achieve this objective, Domino's Pizza partnered with Paytm Ads, leveraging their extensive reach and user base to attract new customers and drive orders through Domino's app.

Audience Insights

 22 Mn Users

With over 22 million monthly users transacting through Paytm at Quick Service Restaurants (QSRs), Domino's Pizza recognized the significance of consumer preferences in the QSR industry. Paytm Ads played a crucial role in identifying users with an affinity for online and offline fast food, creating accurate customer segmentation and enabling personalized user engagement. By leveraging these insights, Domino's Pizza refined its marketing strategies, delivering tailored promotions and enhancing its app experience, solidifying its position as the preferred choice for pizza delivery in India.



Paytm Ads provided custom solutions to cater to Domino's goals



Custom User Cohort

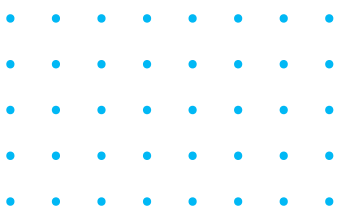
In order to achieve optimal performance in acquiring new customers, Paytm Ads employed a custom user cohort strategy based on transactional insights of Paytm users who exhibited a strong affinity for food orders, both online and offline. The targeting focused on non-existing Domino's customers to ensure an accurate measurement of the campaign's impact. Users already using Domino's app for ordering were intentionally omitted from the targeting process, allowing for a seamless evaluation of the campaign's effectiveness.

This approach enabled precise targeting, maximizing the campaign's potential to attract new customers to Domino's Pizza.



Targeting

Throughout the campaign, Paytm Ads harnessed the power of behavioural signals from users' online food ordering activities, analyzing their journey through the campaign funnel. This analysis revealed a higher propensity to order through the app when presented with discount coupons. Leveraging this valuable insight, Paytm Ads retargeted users sharing similar attributes to enhance engagement.



Paytm Ads created a compelling pull factor by offering enticing coupons, effectively driving user participation and boosting app usage.



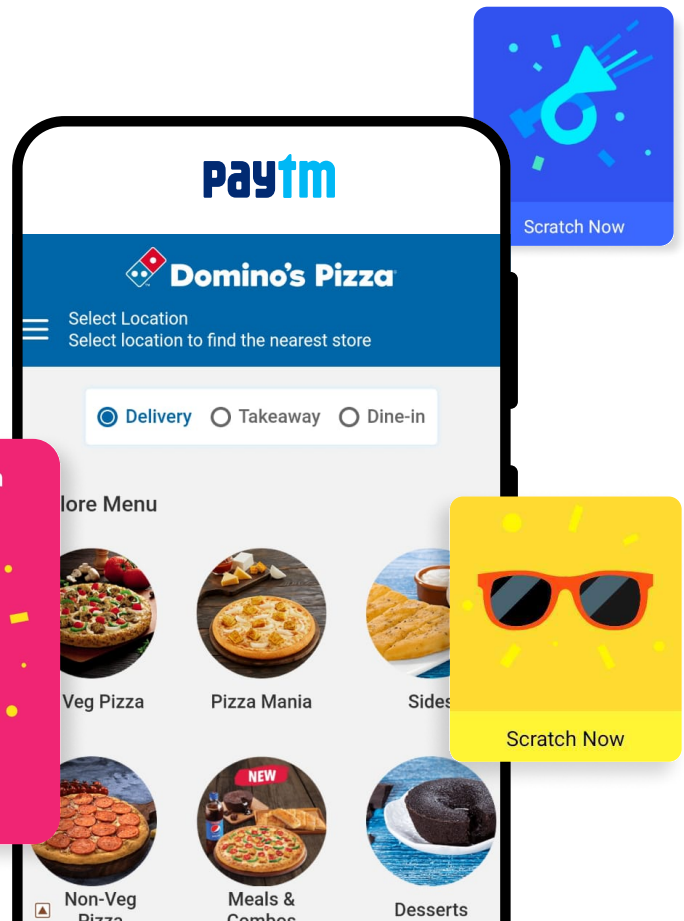
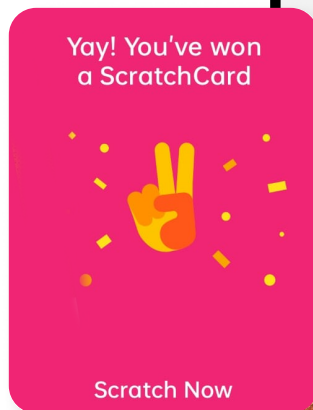
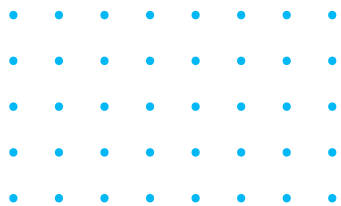
Delight Users

Scratch cards are rewards for user transactions, captivating the targeted audience with attractive offers. This enticing property made users impulse to visit Domino's app and place their orders instantly. By leveraging the power of instant rewards, Paytm successfully fostered user engagement and increased usage of Domino's app.



Retargeting

Paytm Ads' deterministic insights revealed that users were inclined to order food online or through delivery apps during weekends. Capitalizing on this information, the campaign was scaled accordingly, with a concentrated emphasis on weekends. This strategic approach resulted in a remarkable Return on Ad Spend (ROAS) improvement. Paytm Ads effectively optimized the campaign for enhanced performance.



Immersive Ads Solutions on Paytm Helped Reach New Users



25%

Decrease in New
User Acquisition Cost



5X ROAS

"We started our association with Paytm Ads last year, and during this time, we have been extremely satisfied with the team's assistance, campaign insights, and results, and we see this partnership going from strength to strength in the near future."

Arif Eshan, AVP Marketing
Jubliant Foods Limited (For Domino's)

