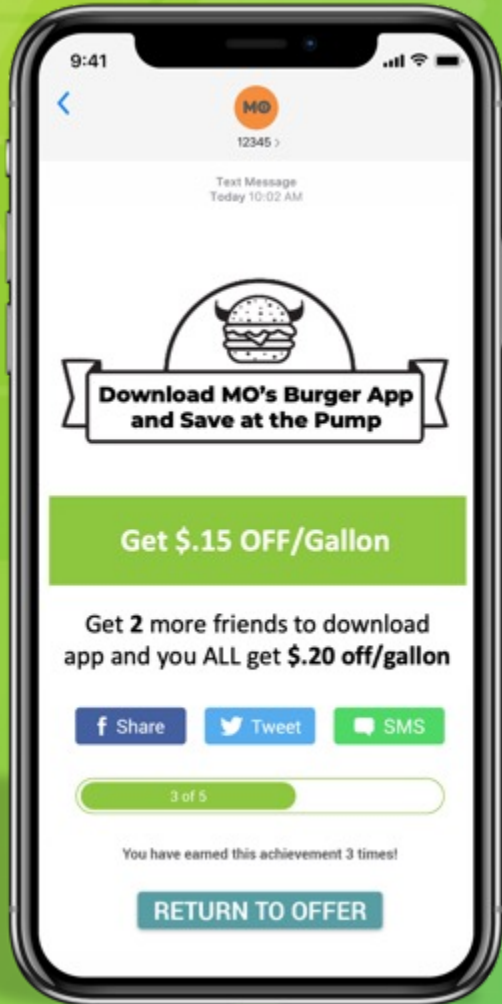


QSR/Convenience

Case Study



CHALLENGE:

A prominent National QSR brand was not getting the traction with downloads of their app that they were hoping for. Furthermore, a number of their non-app users in their text database were 90+ days lapsed. With over 70% of their subscribers in the program for more than a year, most redeemed very few offers. They needed to do something different.

SOLUTION:

Mobivity used its Connected Rewards to enable the QSR brand to offer a fuel brand's reward in exchange for the QSR app download. This QSR brand used its owned text database, to primarily target its disengaged customers with an incentive for \$.15 off/gallon of gas in exchange for the app download. Additionally, they used Mobivity's Refer-A-Friend to pass along the fuel discount to those who also downloaded the app. After the 7-day test, the results for the QSR and fuel brand were astounding, creating a win-win for all parties.

RESULTS AFTER 7-DAYS:

500K

Target audience, 75% of which were lapsed

>15K

App downloads from MMS broadcast

67%

Downloads from lapsed customers

1,755

Customers downloaded app from Refer-A-Friend

INSIGHT: With 72% of a QSR's consumers playing mobile games, Mobivity's Connected Rewards creates a win-win-win scenario. Consumers win by getting games they love with great offers from a brand they love. Fuel brands win through increased traffic at their pumps. And Brands win by offering a high-value incentive to their consumers while acquiring more customers into their loyalty apps where order values increase.