In order to ensure the Sidekicks Combo promotion message reached a new and interested audience in Singapore, Domino’s partnered with Outbrain to reach foodies in the discovery moment. Using Outbrain’s native discovery solutions, Domino’s amplified the message across premium sites such as The Straits Times, ChannelNewsAsia, BBC and Bon Apetit, buying on a cost per click model and optimizing towards orders — which enabled Domino’s to drive incremental online sales.

Background

To achieve this, Domino’s did the following:
1. Layered Outbrain’s proprietary interest-based Predictive Targeting
2. Employed Outbrain’s new fully-automatic Conversion Bid Strategy tool
3. A/B tested relevant images with ad copies that call out the time-sensitive message
4. Optimised based on best performing devices

Solution

To achieve this, Domino’s did the following:

Results

Combining the power of Outbrain’s advanced targeting features with exciting messages, allowed Domino’s to access the power of discovery vs. social” during the promotional period.

16% reduction in CPA vs. campaign goal  
17% incremental increase in online orders over the offer period  
347% more efficient CPC vs. Social

"Online experimentation is crucial for us to identify new avenues for incremental sales growth and in Outbrain, we have found a partner who provides us with media placements that are high value and effective. It is important that we’re able to reach out to the right audience with low effort quickly within this competitive landscape. We are happy with the CPA Outbrain drove for Domino’s and look forward to achieving greater heights."

- Adam Yeoh, Domino’s Senior Digital Marketing Manager