

Domino's Singapore and Media Agency Havas Media Drove a 16% Lower Online Ordering CPA with Outbrain

Vertical

QSR

Goal

Online sales

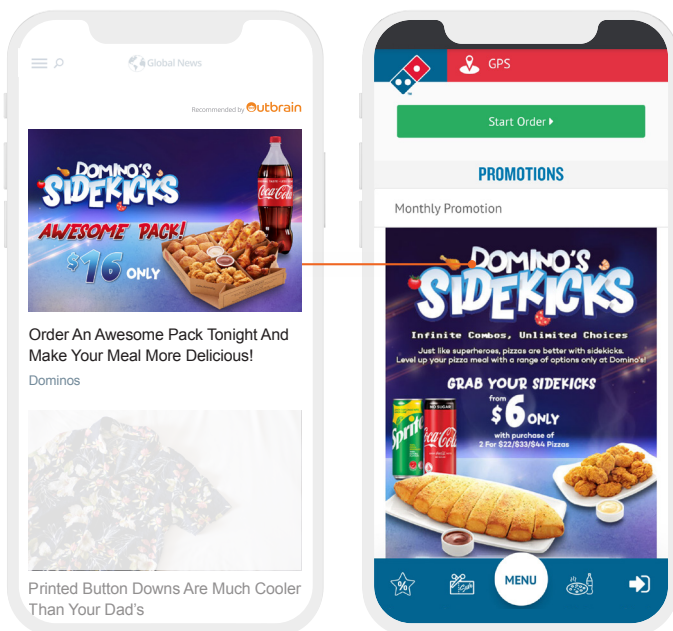
Background

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 Appetit, buying on a cost per click model and optimizing towards orders — which enabled Domino's to drive incremental online sales.

Solution

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



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