



Domino's uses Video Ads in YouTube to Increase Online Pizza Orders by

Goals:

- Increase brand awareness
- Attract new customers
- Increase the number of online pizza orders

Approach:

- Enable video ad
- Use different video targeting methods
- Set up custom remarketing lists and custom ad schedule
- Set-up remarketing for video

Results:

- Over 12 500 online pizza orders we made
- Over 6 000 view-through conversions we also generated
- Cost per conversion of BGN 0.55 was reached
- View rate of 32.91% was achieved
- The average cost per view was BGN 0.02
- 32.37% of the people viewed the video till its end
- Domino's increased video investment by 800%

Introduction

Domino's is the worldwide leader for pizza deliveries. The restaurant opened its first store in Bulgaria in 2010 and had the task to popularize the brand in our country. Bulgarian pizza market is highly competitive and it is important to note that it operates a lot differently in terms of the delivery model used.

Objectives

Domino's main aim was to popularize the brand in Bulgaria at first, then to build a network of restaurants which would later allow them to cover the entire city of Sofia in terms of deliveries and by 2017 to open restaurants in other large cities of Bulgaria. After doing so, their focus would be switched to further developing their online presence and building brand awareness. Video advertising campaigns would be used to improve online performance, as the key metric would be pizza orders via the app and the web platform. By following this strategy, Domino's partnered with Advertise to increase the number of order, using YouTube advertising.

How did we approach the campaign?

Initially we started by running search, display and remarketing campaigns. Search campaign goals were to capture all people searching for pizza delivery and other related search terms. In the span of one year the client managed to generate sufficient enough orders volume to open several new restaurants and to increase the delivery area coverage. Combining the effective search campaigns with highly targeted display campaigns, custom remarketing lists and custom ad schedules based on user eating habits we managed to generate additional volume or online orders. During 2016 our team decided that video ads via YouTube will aid brand recognition and would increase the volume of order additionally. So we proposed this solution to the client. Domino's marketing team had already created videos for other countries, so with little advise from Advertise, the video for Bulgaria became a reality. We used different video targeting methods to reach just the right audience. What is more, since we were offering pizza, we focused the efforts in lunch and dinner hours. Last but not least for the audience who did not order pizza with the first view of the video, video and display remarketing was set-up. Custom remarketing lists for converters were set based on different time span spent between orders. We would then analyze the data and optimize the campaigns. We also set a brand search campaign and broad search campaign in order to capture the interest generated by our video campaign

The Results

The results from our YouTube campaign were astonishing – we achieved over 6 000 view-through-conversions and reached an average cost per conversion of just BGN 0.55. The number of online orders increase by 550% compared to the previous year when we did not use video. The client was extremely happy with the results and increased their online ad spend through Google AdWords by 800%.