

# Domino's Mexico delivers 1800% ROAS with App campaigns for engagement



Domino's  
Mexico City, Mexico • [dominos.com.mx](https://dominos.com.mx)



## The challenge

Domino's Pizza is a world-famous restaurant chain specializing in takeaway and deliveries. In Mexico, the brand faces major competition for online delivery orders, especially since the Covid-19 pandemic began. In 2020, with more customers interested in online ordering, Domino's focused on the opportunity to build customer loyalty online and improve margins on each digital sale. The goal was a lower customer acquisition cost (CAC) so that its marketing efforts would be more profitable.

## The approach

App campaigns are a highly profitable channel for Domino's Mexico, showing some of the lowest CAC and highest return on ad spend (ROAS) of any advertising solution among a diverse digital portfolio. In order to address both the need to lower CAC and the goal of increasing customer loyalty, the company worked with its agency, EPA Digital, to implement App campaigns for engagement and for action. Using Google Analytics for Firebase, Domino's was able to import audience lists of users who had purchased pizza in the past, but had stopped returning.

## The results

After running the new App campaigns, in-app sales soon reached higher rates of total online orders for Domino's Mexico. Online orders grew double digits year-on-year, representing a major growth driver for the brand in the context of Covid-19. App campaigns for action produced a 700% ROAS, while App campaigns for engagement did even better, with a ROAS of 1800%—one of the best ROAS figures for any digital campaign the company has run. Domino's also succeeded in its goal of lowering the CAC: between the actions campaign and the re-engagement campaign, CAC fell by 65% over four weeks.

“The partnership with Google and EPA Digital was key in achieving these amazing results. I look forward to what is next.”

— Christian Rocha, Deputy Director Ecommerce/Digital Media Domino's Pizza



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