

App campaigns Success Story

Just Eat Takeaway.com

Firebase

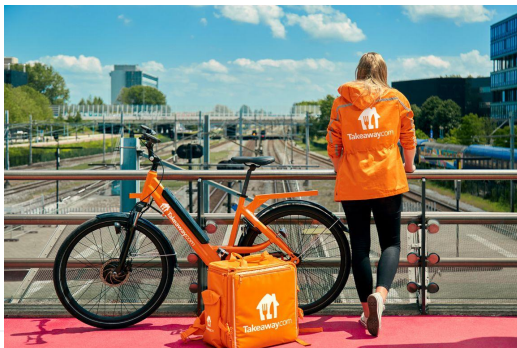
Google



Just Eat Takeaway.com grows app orders with 20% by migrating to Google Analytics for Firebase



Just Eat Takeaway.com N.V.
Amsterdam, Netherlands • [justeattakeaway.com](https://www.justeat.com)



The challenge

Just Eat Takeaway.com is a leading global online food delivery marketplace, connecting consumers and restaurants through its platform in 24 countries. Their main challenge is to maximize incremental order volume and improve efficiency of their app campaigns, while continuing to grow their customer base.

The approach

In order to maximize incremental order volume of their app campaigns, Just Eat Takeaway.com partnered with Google and deployed a holistic approach to app marketing and measurement.

As a first step Just Eat Takeaway.com fully implemented Google Analytics for Firebase. After carefully monitoring the implementation, they went on to steer their app campaigns using Firebase events and audiences.

The results

A pre-post analysis has shown that by migrating over to Firebase events, Just Eat Takeaway.com grew app orders with 20% at a 15% decrease in cost per order.

Moving forward, Just Eat Takeaway.com plans to continue using Firebase features to optimize their Google marketing efforts and are in the process of rolling out deep linking their web traffic to app in all markets.

“By migrating to Google Analytics for Firebase we saw a significant and stable increase in the volume and efficiency coming from our campaigns.

The team provided us with all the insights and guidance we needed to ensure a smooth transition, enabling us to easily adopt a consolidated strategy across all markets.”

— Hugh Bennett, Senior Performance Measurement Specialist

+20%

Increase in
number of
orders

-15%

Decrease in
cost per
order

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