

paytm ads |  Domino's

Domino's Pizza acquires New Customers with Paytm Ads Precise Targeting



paytm

Your favorite pizza awaits,
with **MORE SAVINGS!**

30% OFF | Up to ₹200

ORDER NOW



Get 30% Off upto Rs.200 on Minimum Order Value of Rs.400

Valid till: Nov 15, 2022

CODE
200PA0610FGSIC0F **Copy**

Free Paneer Paratha Pizza



Free Fresh Veggie Regular Pizza



Order Now

The Most Recognised Fast Food Chain in India

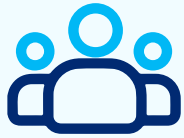
Domino's has been instrumental in introducing Pizza to the Indian palate apart from being one of the pioneers in the quick-service restaurant industry in India. Domino's believes in creating inspired solutions, championing its customers, and growing together. Domino's Pizza remains unbeaten due to its excellent quality, delicious taste, prompt service, and pocket-friendly prices.

Domino's has consistently adapted its marketing campaigns to suit the needs of its Indian customers. **Being a brand known for food delivery and quick service, they sought to reduce their dependency on food delivery apps and give their customers a seamless experience by getting them to order directly through the Domino's App. Domino's Pizza partnered with Paytm Ads to reach new customers and drive orders on their app.**

**Duration of
the campaign:
April 22 to
Oct'22**



Paytm Ads Audience Insights



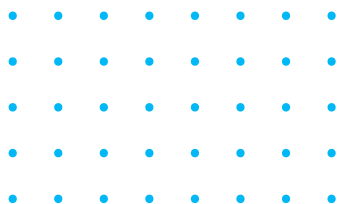
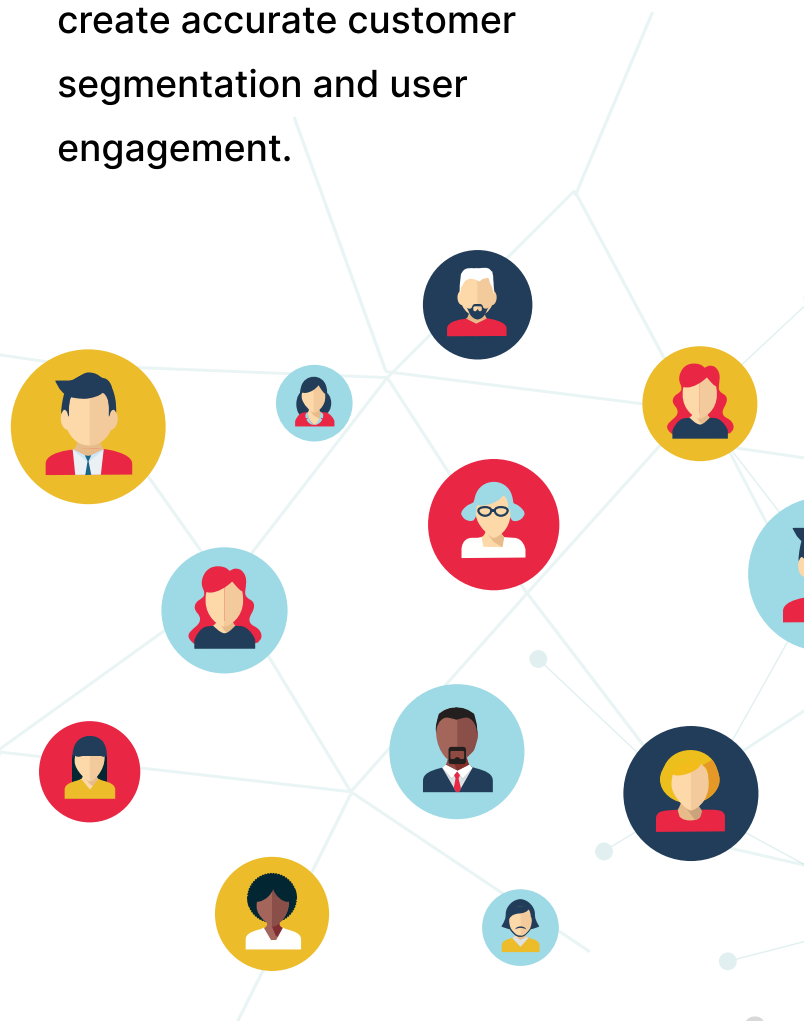
**11.9 Mn
Users**

Over 11.9 mn users transact through Paytm at Quick Service Restaurants (QSRs) every month. Paytm Ads identified users who have an affinity to fast food and have used Paytm to transact on QSRs and food delivery apps. Additionally, identified users transacting on Paytm at food courts, cafeterias, restaurants, takeaway joints, and local eateries.



**User
Mapping**

Paytm Ads was able to map the users in the online and offline food ordering categories to create accurate customer segmentation and user engagement.



Paytm Ads provided Custom Solutions to cater Domino's goals



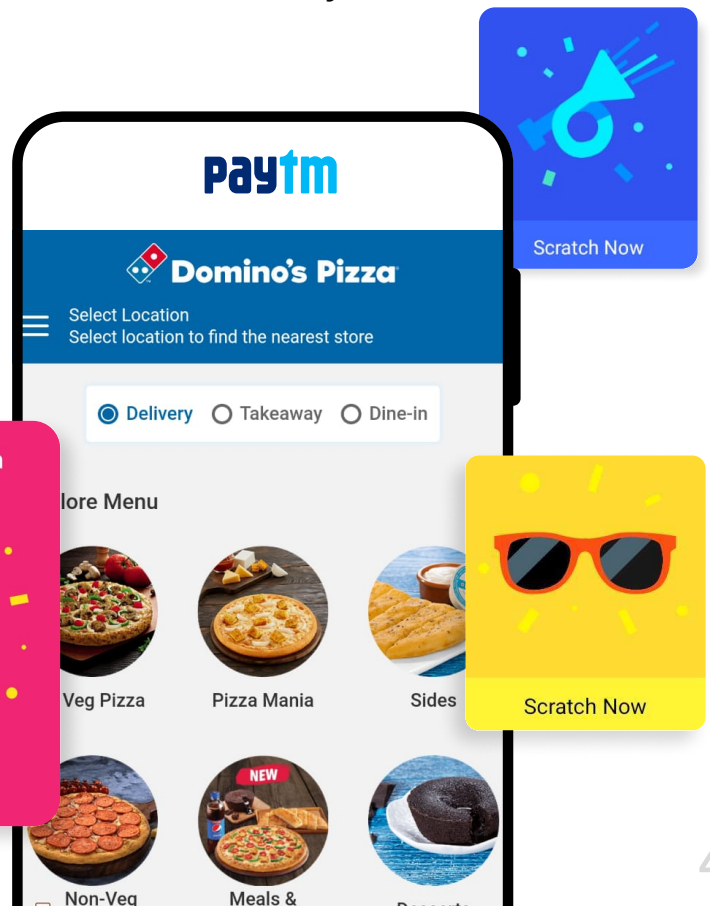
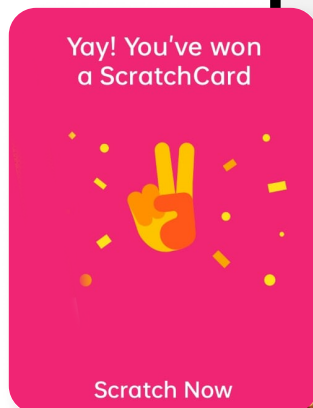
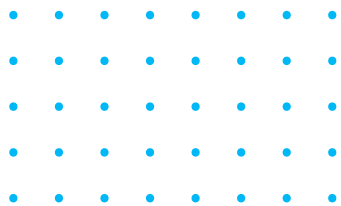
Custom User Cohort

A custom user cohort was created based on transactional insights of Paytm users showing a high affinity for food ordering, online and offline. To ensure high performance in acquiring new customers, Paytm Ads targeted only non-existing Domino's customers. Users already using Domino's App for ordering were omitted from targeting to help seamless measurement of the campaign.



Delight Users

Scratch cards are rewards that Paytm distributes when a user makes a transaction on Paytm. This property incentivized the targeted audiences with an attractive offer, creating an impulse to visit Domino's App and order instantly.





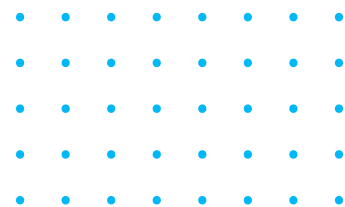
Targeting

During the campaign, Paytm Ads leveraged the insights from behavioural signals of users ordering food online and how they performed through the campaign funnel. It helped identify that users were likelier to order through the app if presented with a discount coupon. Paytm Ads retargeted the users with similar attributes to boost engagement and presented them with coupons, creating a pull factor.



Retargeting

The deterministic insights of Paytm Ads helped understand the target audience's purchase behaviour. It was identified that users are most likely to order food online or through delivery apps over the weekend vs. the weekdays. Led by this insight, Paytm Ads could scale the campaign, especially on weekends which helped in improving the ROAS by over~40%.



Immersive Ads Solutions on Paytm Helped Reach New Users



25%

Reduction in
CAC



5X ROAS

the campaign saw
5X ROAS

"We started our association with Paytm Ads last year, and during this time, we have been extremely satisfied with the team's assistance, campaign insights, and results, and we see this partnership going from strength to strength in the near future."

Arif Eshan, AVP Marketing

Jubliant Foods Limited (For Domino's)

