

OMD and McDonald's drive offline sales during Lunar New Year with Gojek and The Trade Desk

CASE STUDY

Client
OMD

Method
Online-to-offline measurement



- MMA 2020 SMARTIES X AWARDS
- THE DRUM AWARDS 2020 APAC

THE RESULTS

6.1x ROAS

600 Rp in sales for every
100 Rp in campaign spend

2638%

improvement in ROAS
during campaign

3M

total users reached

DRIVING PURCHASES WITH ADVANCED TARGETING AND OPTIMIZATION

It's easy for digital marketers to measure the impact of their advertising on online consumer behavior. But agencies like OMD know that driving in-store sales is about more than counting clicks.

As the 2020 Lunar New Year season approached, the OMD McDonald's team was charged with testing the revenue impact of the McDonald's Prosperity Burger campaign. They identified an opportunity in an industry-first, online-to-offline (O2O) sales measurement partnership between unicorn super app Gojek and The Trade Desk. The partnership allowed the OMD team to measure real-world restaurant sales by linking transactions made through GoPay or GoFood with exposure to the Prosperity Burger ads — the first time McDonald's was able to measure real in-store sales from digital media.

REACHING A WIDER AUDIENCE WITH ADVANCED TARGETING AND OPTIMIZATION

The OMD McDonald's team decided to identify users who had purchased food from McDonald's, and optimize the campaign to reach more people with a similar profile — 18- to 34-year-olds from across Indonesia that were interested in fast food — using display ads featuring the Prosperity Burger.

The next step was to activate tools in The Trade Desk platform to optimize the campaign towards sales. They defined conversion as either a completed purchase

using Gojek's food delivery service, or an in-restaurant purchase made using the GoPay mobile wallet, and divided the campaign budget between the open exchange (70% of budget) and premium inventory from music streaming service JOOX (30% of budget).

OMD PROVED CAMPAIGN SUCCESS WITH OFFLINE MEASUREMENT

As the first agency to take advantage of the Gojek O2O measurement solution, the OMD McDonald's team was thrilled with the pilot campaign. For every 100 rupiah invested in spend, the campaign delivered Rp 600 in sales — a staggering 6.1x return on advertising spend (ROAS).

Over the course of the campaign, OMD's traders were able to realize dramatic improvements in efficiency through a combination of human strategies and

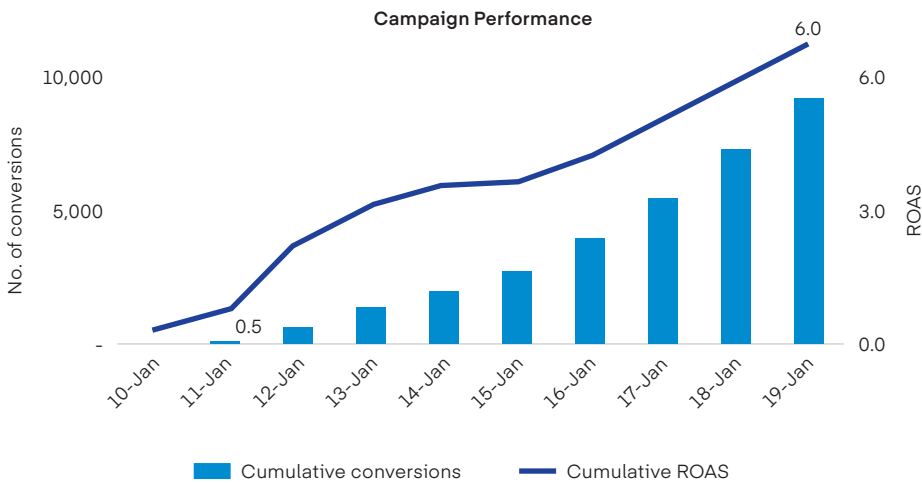
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AI-driven optimization features offered by The Trade Desk. The first day of the campaign saw ROAS of 0.5, with a cost per acquisition (CPA) of Rp 175k. By day 10, they had reached ROAS of 13.2 and a CPA of Rp 4.7k — improvements of 2638% and 3645%, respectively.

The partnership between Gojek and The Trade Desk allowed the OMD McDonald's team to do more than measure campaign-influenced sales — it allowed them to optimize bidding and targeting strategies to drive more sales revenue. And the audience segments they created will be available for use in future McDonald's campaigns.

THE PILOT CAMPAIGN DELIVERED VALUABLE INSIGHTS EVEN BEYOND SALES:

- **Frequency and time to purchase:** Campaign metrics showed that users made purchases after an average of 2.5 ad exposures, with 44% of users making purchases within three days of seeing an ad, and 70% within five days. This suggests optimal frequency capping levels and timing strategies for future campaigns driving time-sensitive promotions.
- **Geographical insights:** Roughly 60% of campaign-influenced sales took place outside of Jakarta, with different metro areas returning different CPAs. Pinpoint your perfect audience by checking out The Trade Desk's Planner, which analyses huge sets of data, so you don't have to.
- **Media planning:** The open web drives cost efficiencies: 92% of total purchases came from users reached via the open exchange, at 70% of the total spend, with a 0.07% higher conversion rate for overall ROAS of 8.0. That said, the banner on the regional music streaming service drove higher user engagement as measured by CTR: 8.78%

ADDITIONAL CAMPAIGN METRICS: AT A GLANCE

- Average purchase value: Rp 60,320
- Sales conversion rate of .17%
- 67k clicks generating 1.7% of total sales
- 5.3MM impressions, 3MM unique users reached
- CPM: Rp 17K