

# Employing Next Generation Mobile Communication and Commerce at Subway

Carissa Ganelli



Chief Digital Officer



Dennis Becker



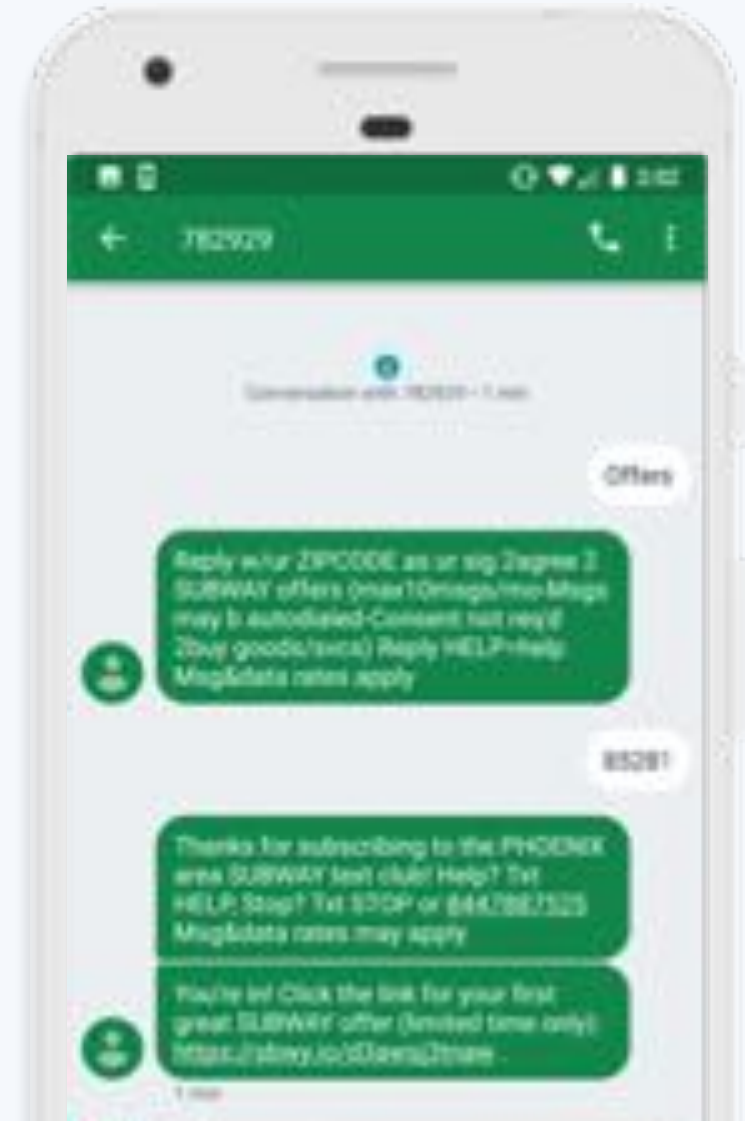
Chief Executive Officer



# Searching for an Upgrade to SMS

## SMS Has Inherent Limitations

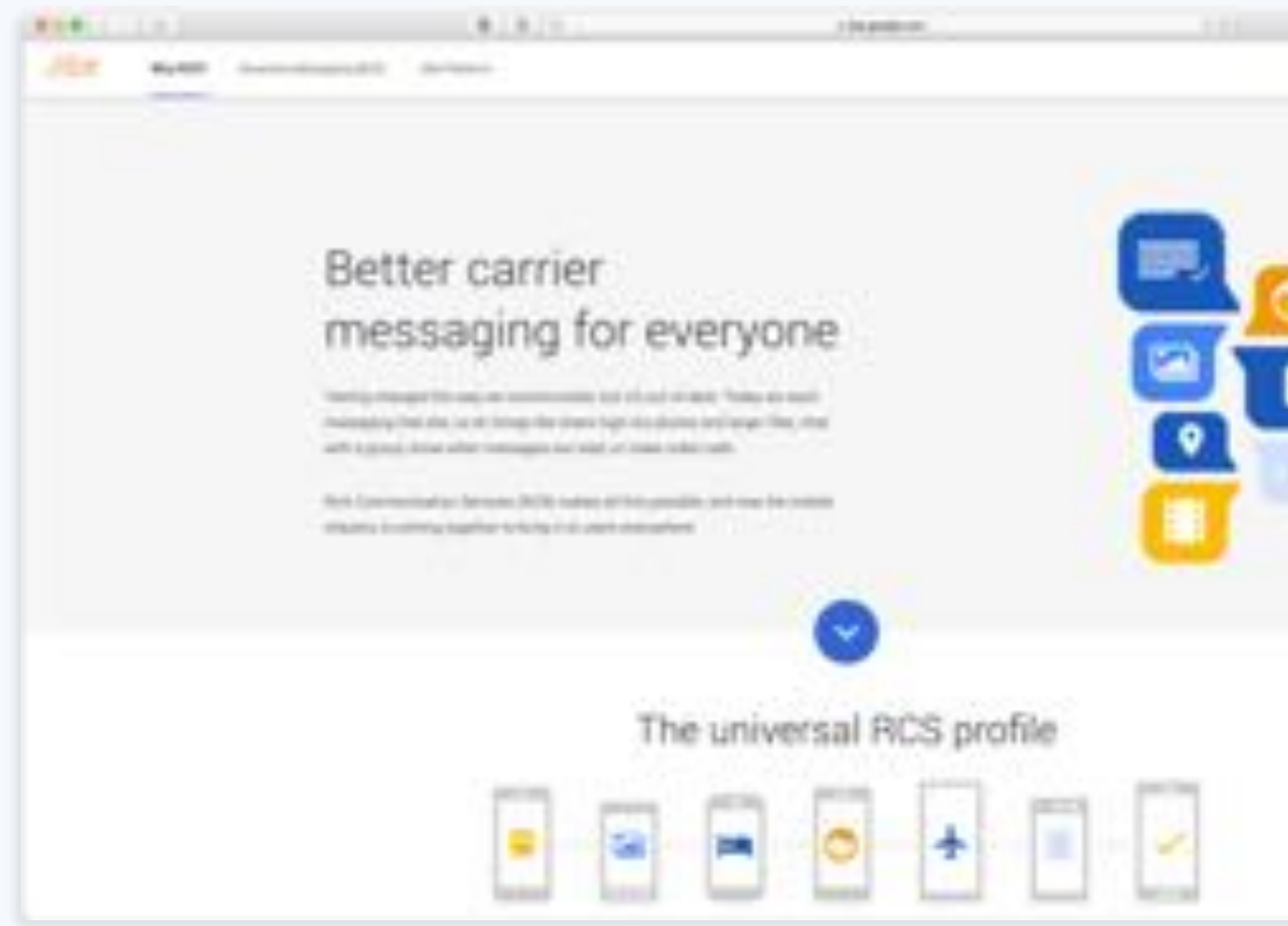
- No available branding opportunities.
- Can't include pictures or video.
- Unavailable read receipts to prove efficacy.
- Limited available interactions.







# Looking Forward with Google RCS

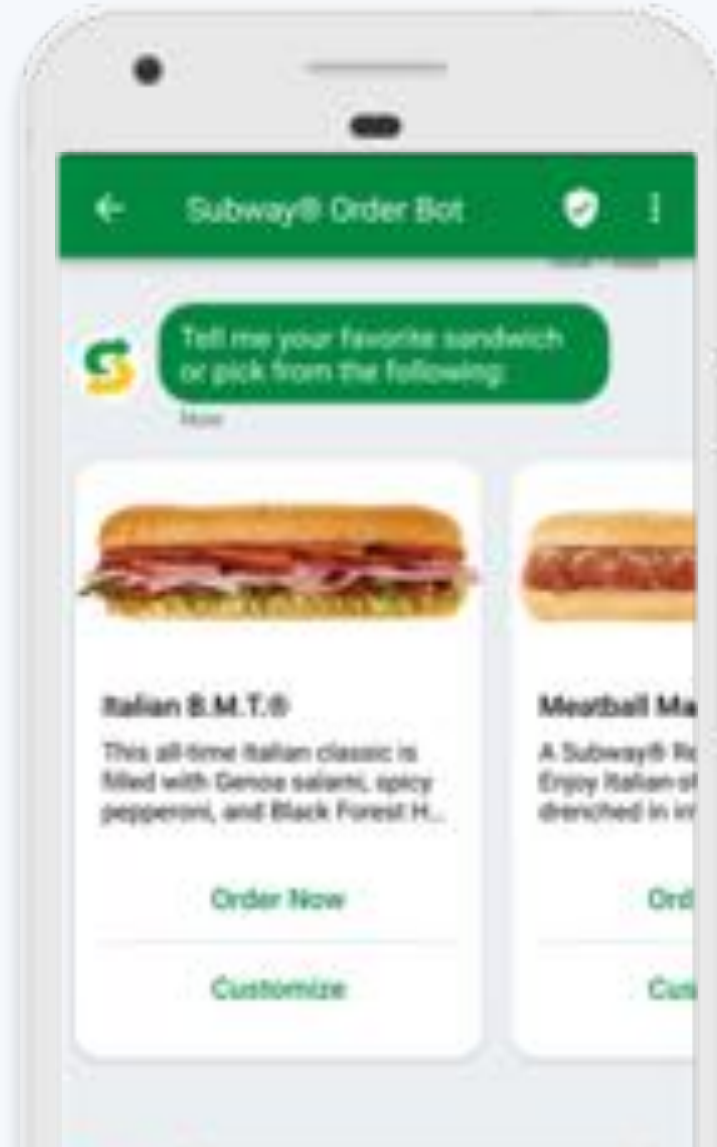
## Google's RCS Delivers a Better Experience

- Universal, native, and global reach (like SMS).
- Aligned to the GSMA's Universal RCS Profile
- Many features and benefits, like richer media, easier replying, and trusted branding.
- Improve your marketing campaigns with deeper metrics like read rate, delivery rate, and more.

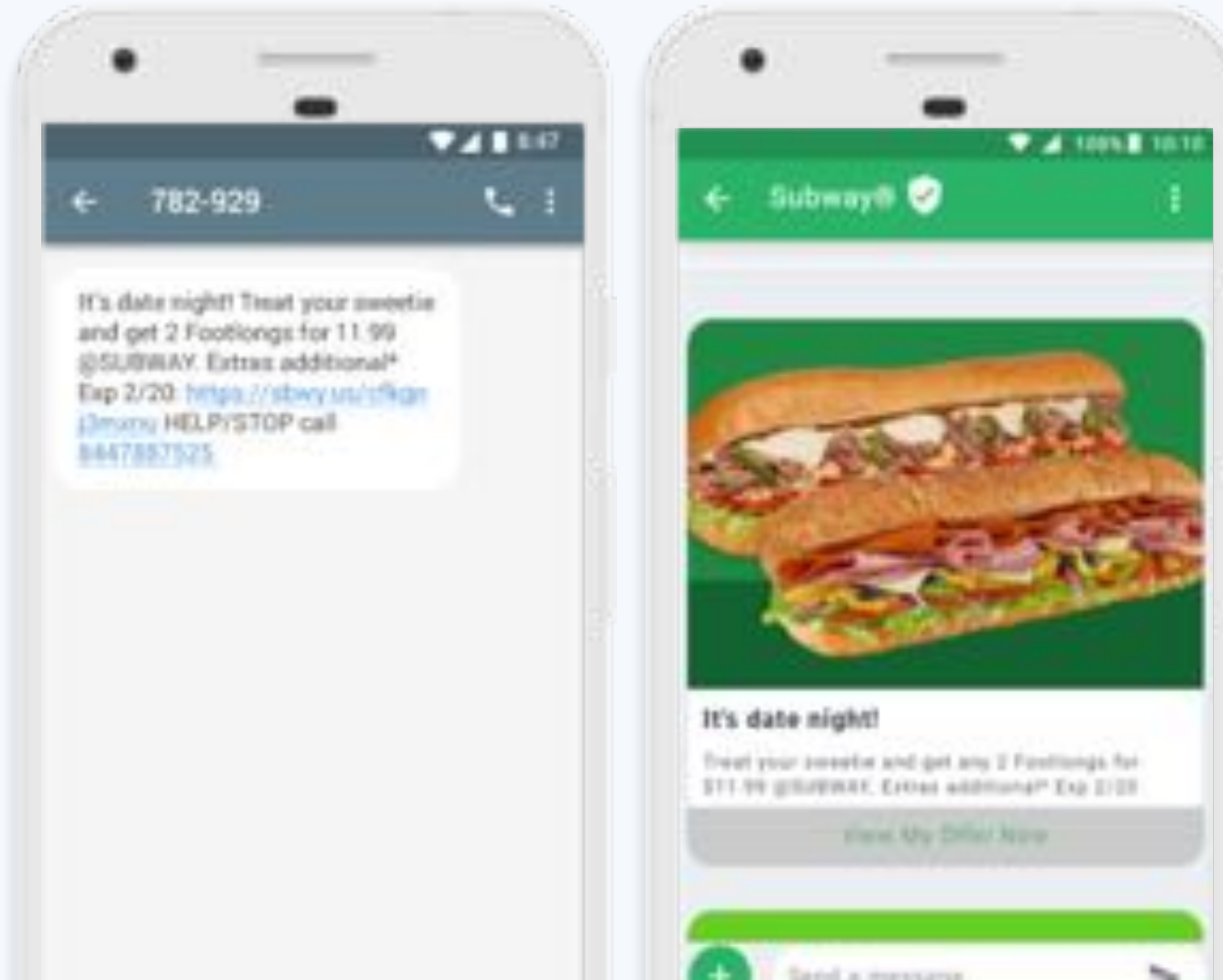


# Looking Forward with Google RCS

-  Trusted Messages
-  Better Metrics/Data
-  Richer Media
-  More Conversational



# Q1 Test 1 Google RBM Experience



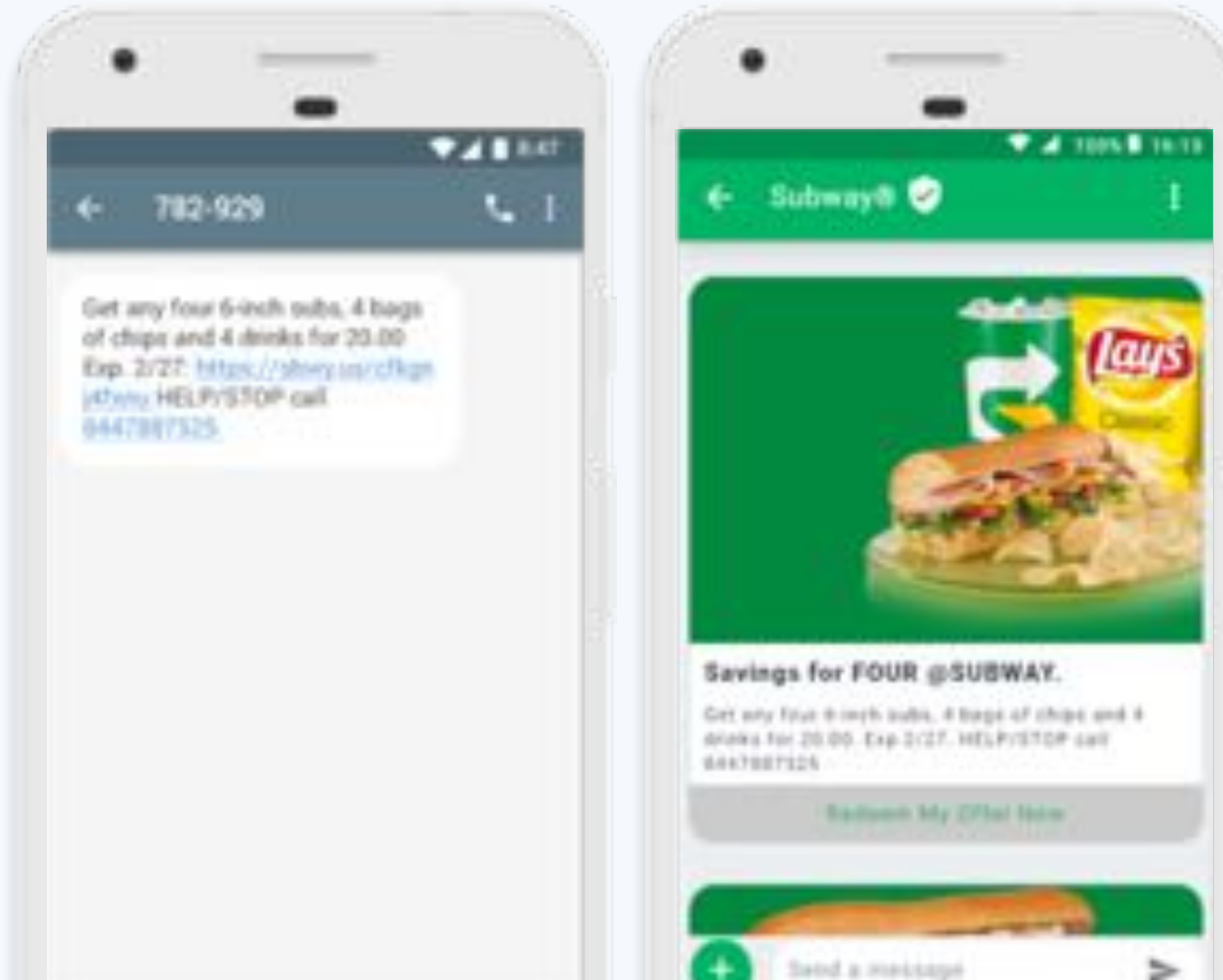
Price Promo Offer:



Higher  
Conversion Rate  
Than SMS



# Q1 Test 2 Google RBM Experience



Meal Deal Offer:

51%  
Higher  
Conversion Rate  
Than SMS







# Why We're Doing **THIS**



# Why We Are Doing This

## We can influence their purchase behavior

**63% don't know what's for lunch and  
44% use cellphones to discover locality**

## Results in higher spend

**Guests spend average of 30% more per  
order on mobile versus in-store**







A woman with long brown hair, wearing a pink shirt, is holding a red rotary telephone in her right hand and a black smartphone in her left hand. The background is a plain, light gray.

# Today's Evolving Guest **Expects:**

**More Personalization**

**More Options**

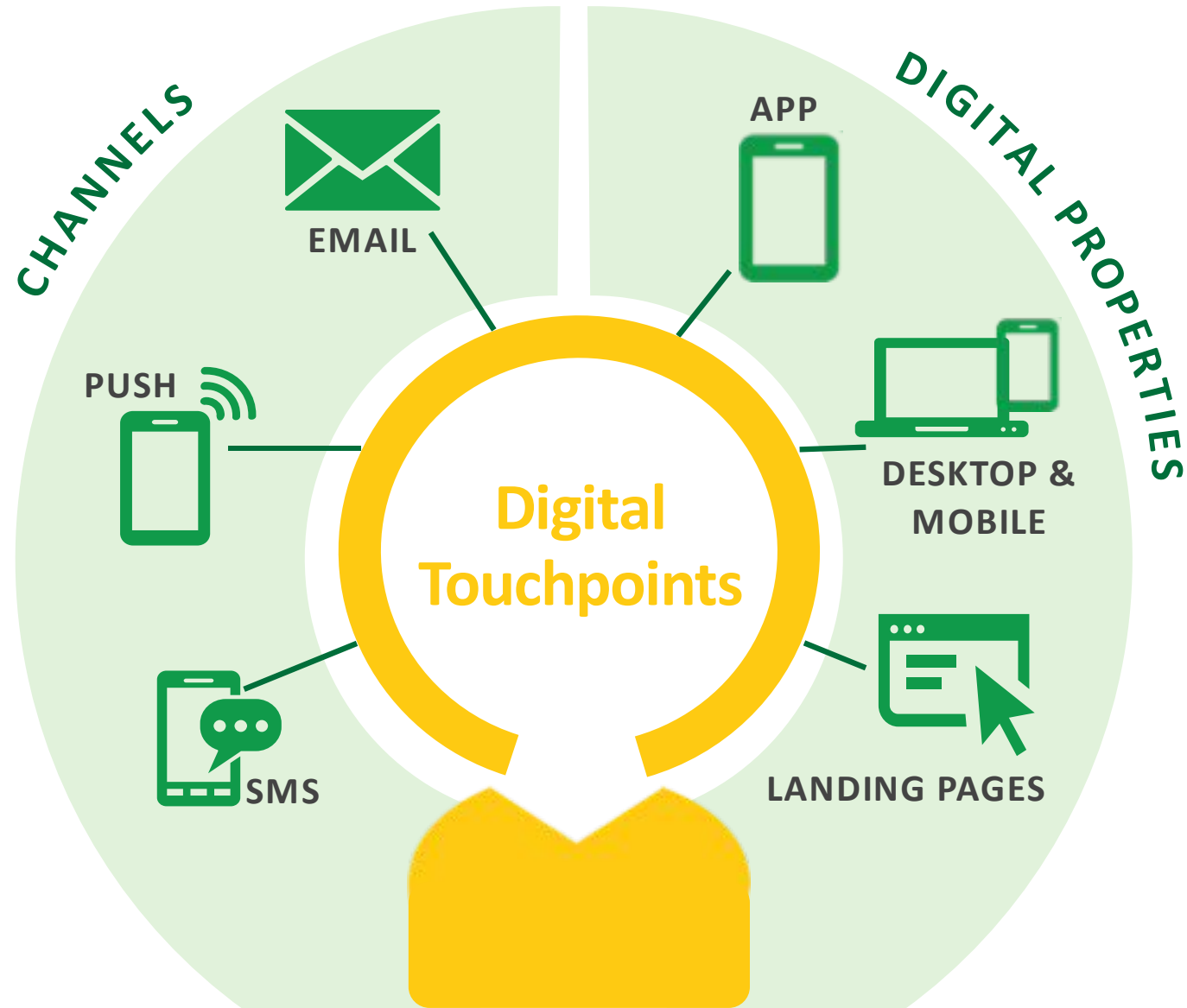
**More Thoughtful Contact**

**More Response**

**More Control**

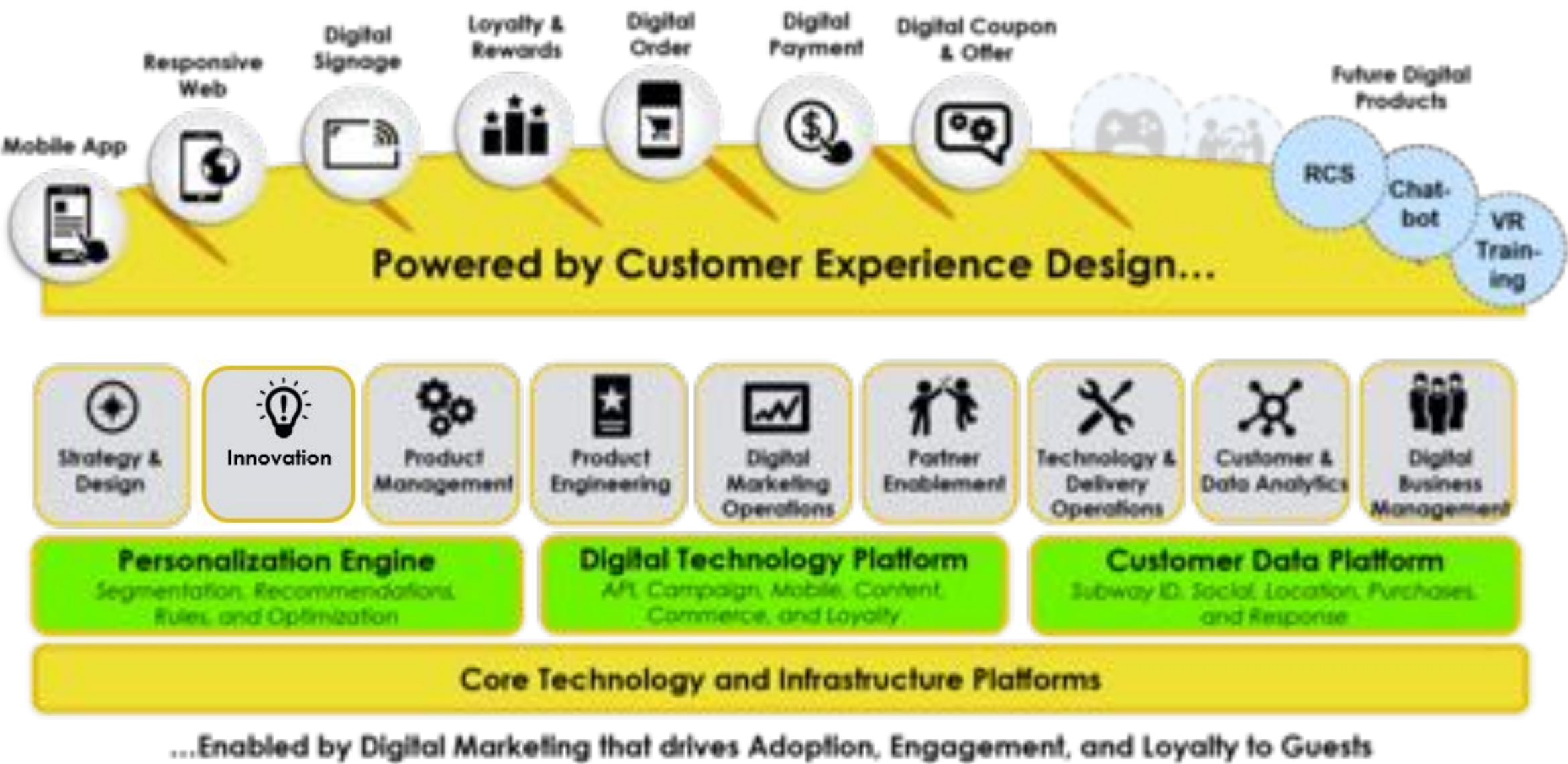


# Mobile is Omnichannel





# Subway Digital - Current View



# The Mobile App





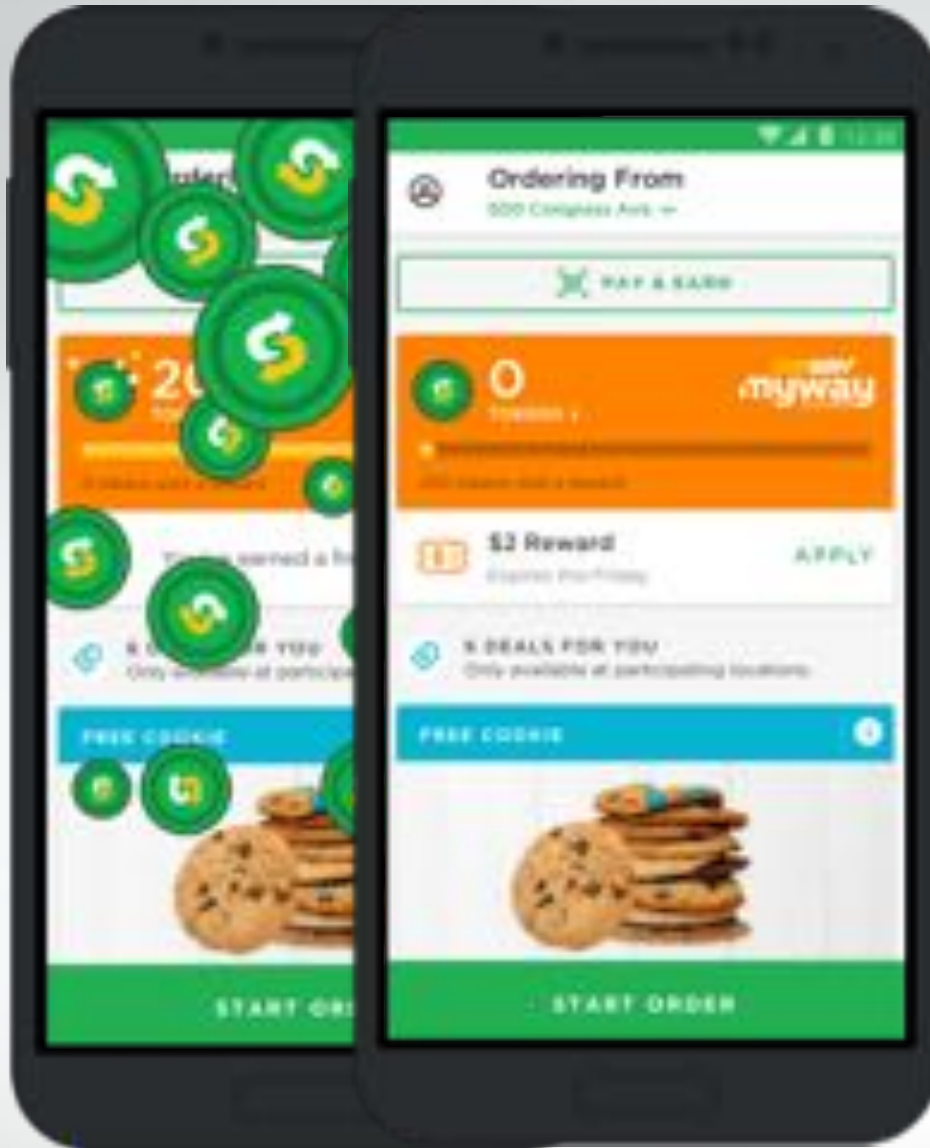
**Earn tokens,  
get rewards.**  
Get ready, they pile up  
fast.



## **Perfectly Personalized**

Rewards just for you,  
based on what you love.





# Subway MyWay® Rewards in the App



Screenshots in this presentation are for illustrative purposes only. Content is not final and subject to change.



# & The Website



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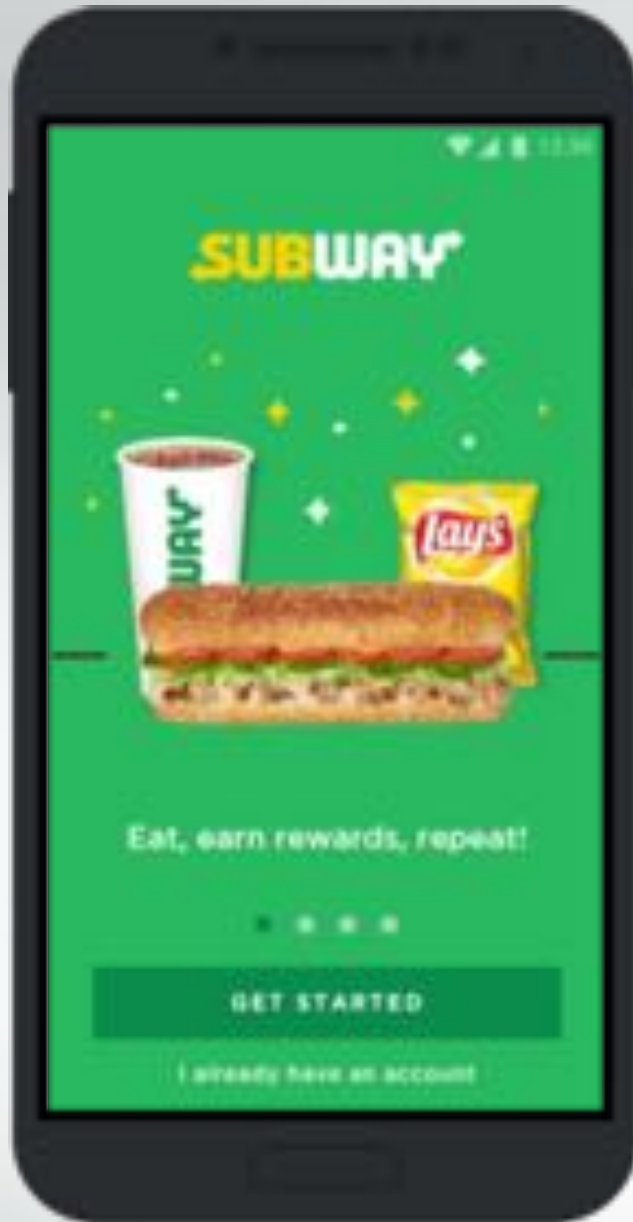


**& of course  
The Subway  
Card**



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# The Loyalty App Experience



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# **More** Digital Products



**Scannable  
Offers**



**Responsive  
Web**



**Digital Menu  
Boards**



**Kiosks / Digital  
Screens**



# What's Next for **Mobile**?

