

## Customers lead McDonald's to mobile success



### At a Glance

#### Goals

- Be where our customers are – on mobile – and make it easier for them to find our restaurants.
- Push mobile sales through location-based services.

### Approach

- Launched a mobile optimised website.
- Launched an application for Android and iPhone.
- Offer customers custom-made, mobile campaigns.

### Results

- In 2011, 1.2 million users visited McDonald's mobile website.
- The application has been downloaded by 240,000 users since its launch.

### Golden customers

Since McDonald's opened its first restaurant Sweden in 1973, the country has become the most McDonald's-penetrated market in Europe. Each day, 430,000 people visit one of the 219 restaurants, which employ a total of 12,000 people. Approximately 60% of all Swedish inhabitants visit McDonald's at least once per month.

Given the impressive inflow of customers, being up-to-date on their habits and behaviours is crucial. Surveys show that 30% of all mobile-generated searches concern restaurants. Approximately 20% of these are directly targeted at the McDonald's brand. That's a large number of customers who expect to be well treated, regardless of whether they are tapping their way through a mobile search or taking the last bite of a Big Mac. To gather the knowledge necessary to efficiently respond to customers needs, McDonald's launched a customized, mobile-optimised website.



### Let your search be your guide

While constructing the mobile website, the company decided to dig deeper into the true desires of their customers. By scrutinizing the searches made in relation to the brand, McDonald's obtained a clear overview of the questions that interested potential customers the most. They were: 1) the location of the nearest restaurant, 2) the current offers/campaigns and 3) contact information for the company. As a significant number of searches were related to restaurant locations, local search/geo search with homogeneous and accurate restaurant listings became the company's most important priority from a search point of view.

"The mobile website is adapted to suite iPhone and various Android devices. The website is optimised in that it recognizes the type of device a customer is using. The application offers geo positioning to make it easier for the customers to find the nearest restaurant, and it filters the restaurants depending on the customer's preferences and wishes", explains Kajsa Dahlberg, Digital Marketing Manager, McDonald's Sweden.



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- Kajsa Dahlberg, Digital Marketing Manager, McDonald's Sweden.

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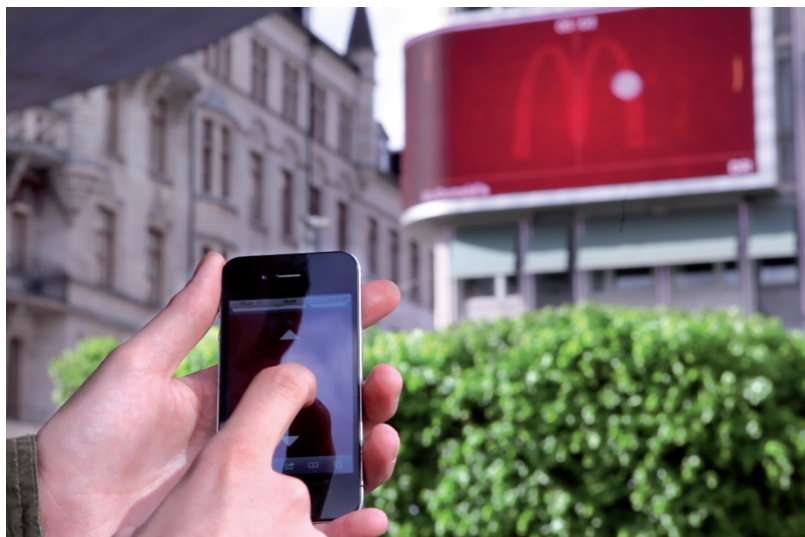
#### Results on a silver platter

In 2011, the number of mobile website visitors reached 1.2 million. Furthermore, 240,000 downloads of the McDonald's Sweden application have been registered since its launch. Users spend an average of 9.5 minutes in the application, compared with 3.5 minutes on the desktop website.

Adwords, SEO, PR, and mobile- and display-banners on various websites, tray mats and digital displays in restaurants, on the desktop website and on social media channels have been important parts of the marketing strategy. The main goals for all campaigns are to push application downloads, to direct guests to the restaurants, to generate loyalty and to encourage customers to use mobile offers while visiting the restaurants. The data gathered from the campaigns enables McDonald's to draw conclusions about how it can become more relevant for its customers.

#### Future visions

In 2012, the company's main focus is to make its mobile interaction with its customers even more personal. A loyalty programme integrated in the mobile application will allow interested users to be treated with personal offers designed to fit their individual profiles.



"Ordering and payment through our mobile application will, of course, be of interest for us in the longer term, as will engaging guests near or inside our restaurants to a greater extent, says Kajsa Dahlberg.