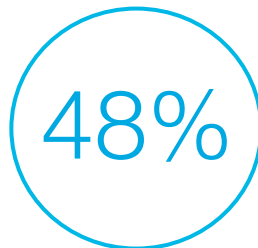


JUST EAT

Food Delivery Goes Mobile

JUST EAT is the innovative online food service that lets customers easily place orders from local takeaway restaurants. When the company wanted to increase app installs in Italy, it worked with Instagram for a winning combination.



lower CPI compared to other platforms



better CPA compared with other platforms

STORY

Who's hungry?

First launched in 2001, JUST EAT is now available in 15 countries worldwide and floated on the London Stock Exchange in 2014. JUST EAT Italy launched in 2011 and is now the leading food ordering platform in the country.

GOAL

Become THE app

Leverage an engaged audience and increase downloads of the JUST EAT App in Italy.

SOLUTION

Mouth-watering direct response

With a successful history of performance marketing, JUST EAT Italy was extremely keen to test and learn with direct response on Instagram.

For their campaign, JUST EAT created high-quality photos that focused on the food and acted as a visual call to action for anyone who had a craving to satisfy, or simply didn't fancy cooking dinner that night.

Combining mouth-watering creative with a clear and concise call to action, JUST EAT Italy was able to capitalize on Instagram's highly engaged audience and deliver excellent results including 48% lower Cost Per Install compared to other platforms, and 2.7x better Cost Per Action (in-app orders) compared with other platforms.

“ Early results with Instagram ads are very promising for JUST EAT Italy, allowing us to drive even more efficient app download campaigns. What makes Instagram campaigns stand out however is the improvement rate for in-app conversion actions: such a responsive audience is a tremendously good opportunity for any brand that wants to engage with consumers following a direct response approach. ”

Niccolò Longoni
Digital Marketing Manager
JUST EAT Italy