

App Discovery from O2 Media drives McDonald's App to No. 1!






The Brief

McDonald's were eager to promote their new iPhone/Android App to encourage downloads and also to drive in-store footfall via promotions and coupons.

The Solution

App Discovery: Thanks to our intelligent targeting capabilities which give us an understanding of our customer's interest, behaviour and characteristics, we identified over 26,000 students with Smartphones. We sent them a text message with a link to the App and the added incentive of a free Big Mac when they downloaded it!

Results

-  **The McDonald's App reached #1 in the App Store!**
-  **11.5% CTR on iPhones**
-  **12% CTR on Android**

"Working with O2 Media to promote the McDonald's Ireland Mobile App added a hardworking and innovative dimension to our digital campaign. It is very encouraging to see new digital technology being pioneered and brought to the market such as O2 Media's latest offering."

Aaron Chalke, Mediaworks

