



## How American Dairy Queen Quickly Increased Mobile App Downloads

### SUMMARY

American Dairy Queen Corp. (ADQ) infused Quikly's urgency marketing technology into its mobile app strategy to help achieve acquisition goals in a cost-effective, turnkey way. Here are results from the brand's last digital activation alone, which took place over eight days:

- 133,531 email addresses from activation participants
- ~20,029 new-to-file email addresses
- 50,824 mobile app downloads

### THE BACKGROUND

ADQ has one mission: To create positive memories for all who touch DQ®. That includes those who touch the brand through digital outreach, which is why ADQ has a clear focus on optimizing theirs.

"One of ADQ's biggest initiatives right now is to enhance digital," said Kaitlyn Tarala, ADQ's Marketing Email Manager.

When deciding where to begin with this initiative, the team at ADQ knew they had to start with the brand's mobile app.

"Our DQ mobile app users are some of the most valuable fans we have because they are much more likely to engage. And, once they've made their first purchase through the app, they're more likely to engage again," Kaitlyn said.

The DQ team looked at how they could better serve this segment through a more user friendly digital experience.

As soon as ADQ was able to deliver a more user friendly experience with the release of its new mobile app, the DQ marketing team had to determine the best way to share the improved mobile app with fans.

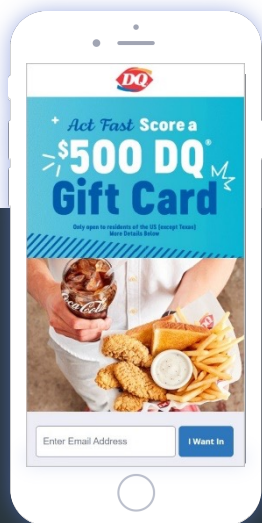
## THE CHALLENGE

The DQ marketing team needed to generate consumer engagement at launch by motivating as many qualified consumers as possible to download the new mobile app.

## THE SOLUTION

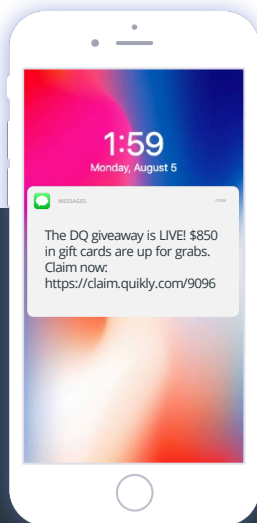
Through Coca-Cola®, the ADQ team found Quikly, an urgency marketing technology that leverages psychology and incentives to motivate consumers. Quikly deployed a digital activation that used psychology to quickly increase mobile app downloads.

Here's how it worked:



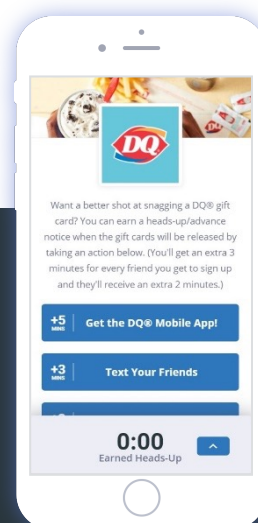
### THE INCENTIVE

ADQ launched an activation using Quikly, where consumers were told that a limited set of gift cards and offers would be released soon.



### HOW TO WIN

Participants clicked a special claim link when the prizes were released. The fastest to click claimed the biggest reward.



### BONUS

Participants received a "heads up" before the rewards were released to increase their chances of scoring the best rewards. They simply needed to download the mobile app or refer friends to sign up for the activation.

The entire experience was designed and hosted by Quikly, keeping it turnkey for the DQ marketing team.

"It almost felt like a well-oiled machine," said Kaitlyn. "The team was wonderful. They were very flexible and met our needs."

## THE RESULTS

The team at ADQ instantly saw how urgency marketing increased mobile app downloads. And this was true for the very first activation Kaitlyn experienced, as well:

"The gift cards were secured by our fans within the first 0.3 seconds — it felt like record time," Kaitlyn said.

That first activation worked so well that it outperformed any other channel ADQ has used for mobile app acquisition:

“We saw amazing results using Quikly for our new mobile app. We frequently speak to our mobile app users via email and in other channels, but we saw the highest increases in mobile app downloads using Quikly.”

- *Kaitlyn Tarala, Marketing Email Manager, Dairy Queen*

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ADQ has run additional activations since – and engagement rates within each continue to climb.

“We're thrilled with the participation rates and the engagement rates that we're seeing,” Kaitlyn said. “People are so excited to engage with this content.”

Here are results from ADQ's last activation, which took place over eight days:

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## FUTURE PLANS

Kaitlyn and the DQ marketing team will continue to use urgency marketing to increase mobile app downloads and user engagement.

“It's one of my favorite projects to work on because it breaks the monotony of standard marketing messaging,” Kaitlyn said. “Our tagline is: ‘Happy Tastes Good™’ and Quikly is fun, it's happy, it's all the things that the DQ brand embodies,” Kaitlyn added.

## ABOUT QUIKLY

Consumers are more distracted and empowered with their purchase decisions than ever before, making it all too easy to tune out even their favorite brands. Quikly's technology platform helps. It leverages incentives and psychology to motivate consumers, so brands can immediately increase response around their key marketing initiatives. Brands like DSW, Domino's Pizza and American Eagle use Quikly to achieve acquisition and retention goals faster, more cost effectively and with less resources.

Interested In Learning More? Say Hello!



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