



How Domino's Accelerates SMS Acquisition

SUMMARY

Domino's Pizza, Inc. infused Quikly's urgency marketing technology into its text marketing strategy to help achieve acquisition goals in an instant, turnkey way. Here are a few results from the brand's long-standing partnership with Quikly:

- Quikly helped to drive a 15% lift in Domino's SMS database in just one 5-day activation alone.
- Quikly has helped to fuel 40% of the Domino's brand's SMS database growth over the past 18 months.

THE BACKGROUND

Domino's is a recognized leader in not only the QSR space, but the world of digital marketing. The brand is known for its innovative marketing, which directly translates to how it serves its customers.

THE CHALLENGE

The market is crowded right now, and it's difficult to earn a consumer's attention, let alone motivate them to take action. Domino's needed a fresh way to cut through this noise and accelerate SMS acquisition.

THE SOLUTION

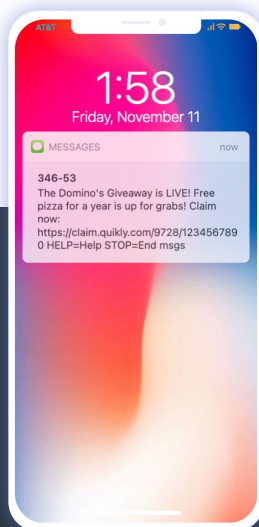
Domino's found Quikly, which offers an urgency marketing technology that leverages psychology to motivate consumers. Quikly spins up digital activations that use this psychology to immediately increase SMS sign-ups.

Here's an example of how one of these activations worked:



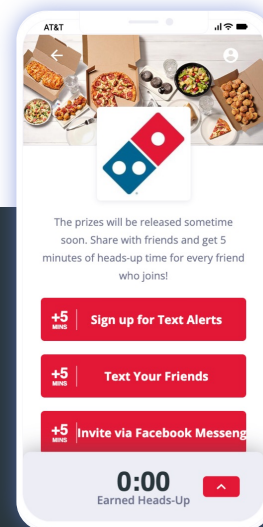
THE INCENTIVE

Domino's 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 simply needed to click a special claim link when the prizes were released. The fastest to click claimed the biggest reward.



BONUS

Participants could receive a "heads up" before the rewards were released to increase their chance of winning. They only needed to sign up for SMS and/or refer friends and get them to sign up for the activation.

The entire experience was designed and hosted by Quikly, keeping it turnkey for the Domino's team.

THE RESULTS

Because of the response Domino's saw when leveraging urgency marketing, the brand has become a long-standing Quikly partner.

- The activation shown above produced a 15% lift in Domino's SMS database in just five days.
- Quikly has also helped to fuel 40% of the Domino's brand's SMS database growth over the past 18 months.

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.

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