

# Case study: Subway text messaging campaign

The following slide showcases Subway text messaging campaign case study analysis. It provides information about campaign goal, strategies, campaign challenge, conversions, branding rich media, analytics, etc.

## Campaign challenge

Required more personal, on-brand and interactive approach to connect with customers and increase engagement

## Campaign brief

- Subway began using SMS marketing in 2015, acquiring ~8MM opted-in customers who get weekly offers/promotions on mobile
- Subway teamed with Motivity, focused on increasing repeat sales

## Campaign results

140%

More conversions on first week deal of sandwiches

51%

More conversions on second week deal of \$20 meal

-XX%

Gross margin increased annually to

## Strategies involved

- Subway integrated RCS with SMS for enjoying benefits such as branding, rich media, interactivity, and analytics
- Subway began test campaigns in Los Angeles, Houston, and Cincinnati and they expanded into more US markets
- Subway and Motivity conducted A/B testing, with one group receiving offers via SMS and other with RCS, where later included brand, product images and buttons
- Subway ran two offers
  - First week: Two foot-long sandwiches for \$11.99
  - Second week: \$20 meal deal (which typically delivers a lower redemption than other price point discount)
- Add text here

RCS  
Rich Communication Services

# Learning Guide For Subway

**Guillaume Favre**

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

## **Learning Guide For Subway:**

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