

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

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JS Bruner



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