

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

Tom Taulli



Learning Guide For Subway:

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In a digitally-driven world wherever monitors reign great and quick connection drowns out the subtleties of language, the profound secrets and emotional subtleties concealed within words often move unheard. Yet, located within the pages of **Learning Guide For Subway** a charming literary value pulsing with fresh emotions, lies an exceptional quest waiting to be undertaken. Composed by a skilled wordsmith, this enchanting opus invites readers on an introspective trip, softly unraveling the veiled truths and profound influence resonating within the material of each word. Within the emotional depths with this touching review, we shall embark upon a sincere exploration of the book is core styles, dissect their interesting publishing fashion, and fail to the powerful resonance it evokes heavy within the recesses of readers hearts.

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