

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 latter 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

JA Banks



Learning Guide For Subway:

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Table of Contents Learning Guide For Subway

1. Understanding the eBook Learning Guide For Subway
 - The Rise of Digital Reading Learning Guide For Subway
 - Advantages of eBooks Over Traditional Books
2. Identifying Learning Guide For Subway
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Learning Guide For Subway
 - User-Friendly Interface
4. Exploring eBook Recommendations from Learning Guide For Subway
 - Personalized Recommendations
 - Learning Guide For Subway User Reviews and Ratings

- Learning Guide For Subway and Bestseller Lists
- 5. Accessing Learning Guide For Subway Free and Paid eBooks
 - Learning Guide For Subway Public Domain eBooks
 - Learning Guide For Subway eBook Subscription Services
 - Learning Guide For Subway Budget-Friendly Options
- 6. Navigating Learning Guide For Subway eBook Formats
 - ePub, PDF, MOBI, and More
 - Learning Guide For Subway Compatibility with Devices
 - Learning Guide For Subway Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Learning Guide For Subway
 - Highlighting and Note-Taking Learning Guide For Subway
 - Interactive Elements Learning Guide For Subway
- 8. Staying Engaged with Learning Guide For Subway
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Learning Guide For Subway
- 9. Balancing eBooks and Physical Books Learning Guide For Subway
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Learning Guide For Subway
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Learning Guide For Subway
 - Setting Reading Goals Learning Guide For Subway
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Learning Guide For Subway
 - Fact-Checking eBook Content of Learning Guide For Subway
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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