

SUCCESS STORY

It's Hard To Resist – Pizza Week

How Domino's achieved 40,000 pizza sales with Facebook advertising

CLIENT

Domino's Pizza is one of the world's largest pizza delivery networks with over 10,000 stores spanning 80 countries.



OBJECTIVE

Domino's wanted to leverage social and take advantage of Pizza Week to increase brand awareness and generate more sales.

STRATEGY

Adglow developed a strategy using GIFs and static images with creative copy detailing Domino's promotions to create an immersive user experience which encouraged engagement. To increase conversions, ads were segmented with geolocation targeting to promote offers at stores in São Paulo and Rio de Janeiro.

Within five weeks of running the campaign, revenue grew by over 21% resulting in over 40 thousand Pizza sales.



"We had the huge challenge of promoting campaigns for Pizza Week and the weeks following with an aggressive goal to increase sales by 20%. We worked with Adglow to develop geolocation strategies and track conversion and creatives leading us to achieve a growth of 21.02% in sales during the Pizza Week."

Vitor Coelho Branding and Digital Marketing Manager at Grupo Trigo