



LESSONS LEARNT FROM AN 18-MONTH PILOT



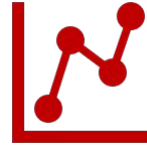
COMMERCIALLY FUTURE-PROOFING DOMINO'S LOYALTY PROPOSITION



THE
CHALLENGE



THE
SOLUTION



THE
LEARNINGS



THE
FUTURE



DOMINO'S PIZZA GROUP HAS OVER 1300 STORES IN THE UK & ROI



**WE OPENED OUR FIRST BRITISH
STORE 40 YEARS AGO**



**WE'RE A FRANCHISEE OPERATED
BUSINESS**



**WE'RE LISTED ON THE LONDON
STOCK EXCHANGE**



GROWING ORDER FREQUENCY IS A NUMBER ONE PRIORITY

Franchise Network



Supply Chain (Dough, Toppings, Packaging)



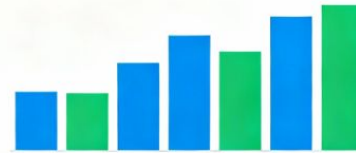
Franchisee Revenue Streams

- Delivery Fees
- Menu Sales
- Upselling

Order Growth Trend:
2018-2023 (+15%)



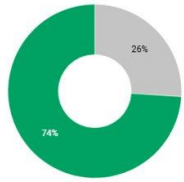
Margin per Order: Revenue
(£12) - Cost (£8) = £4



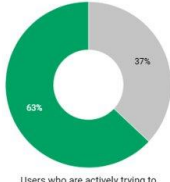
THE CHALLENGE



BACK IN 2024, WE WERE FACING INTO SOME FUNDAMENTAL CHALLENGES



Users actively trying to reduce the number of takeaways



Users who are actively trying to reduce the amount of pizza consumed



CONSUMER
TAKE-AWAY
SPENDING WAS
DECLINING,
PARTICULARLY IN
PIZZA

OUR COMPETITORS
WERE UTILISING
LOYALTY INITIATIVES
TO COMBAT TRADE
CHALLENGES

WE WEREN'T
CASH-RICH AND
NEEDED FURTHER
INVESTMENT FROM
FRANCHISEES

TECH RESOURCE WAS
LOW DUE TO A LARGE
PLATFORM
MIGRATION PROJECT



WE ASKED OURSELVES IF A LOYALTY PROPOSITION WAS THE ANSWER

OPPORTUNITIES

COULD IMPROVE INCREMENTAL
ORDER FREQUENCY AND EXTRA
ORDERS MEANS MORE CASH FOR
OUR FRANCHISEES

RISKS

REQUIRES TIME, EFFORT AND MONEY
TO DELIVERY

THE INCREMENTAL ORDER COUNT
GROWTH COULD NOT OUTWEIGH
THE COST OF THE REWARDS AND/OR
INVESTMENT



WE HAD TO MAKE A CHOICE...

	DO NOTHING	BUILD A LOYALTY PROGRAMME FOR ALL CUSTOMERS	BUILD A LOYALTY PILOT FOR A CLOSED TEST GROUP
INCREMENTAL VALUE	NONE	UNKNOWN	UNKNOWN
RESOURCE	LOW	HIGH	LOW
COST	LOW	HIGH	LOW



THE SOLUTION



Domino's® REWARDS

5 STAMPS = FREE LARGE PIZZA

APP ONLY

1 STAMP PER DAY

ORDERS MUST BE OVER £9.99

VOUCHER EXPIRY AFTER 3-MONTHS



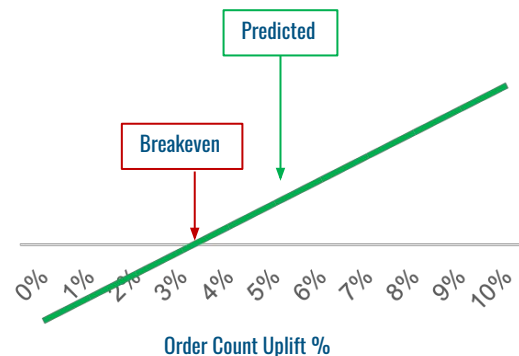
WE WORKED WITH CRM, DATA & FINANCE TEAMS TO BUILD A PILOT

braze

MASSIVE ROCKET

5% of the Active Base

Low Frequency	83%
Medium Frequency	11%
High Frequency	6%



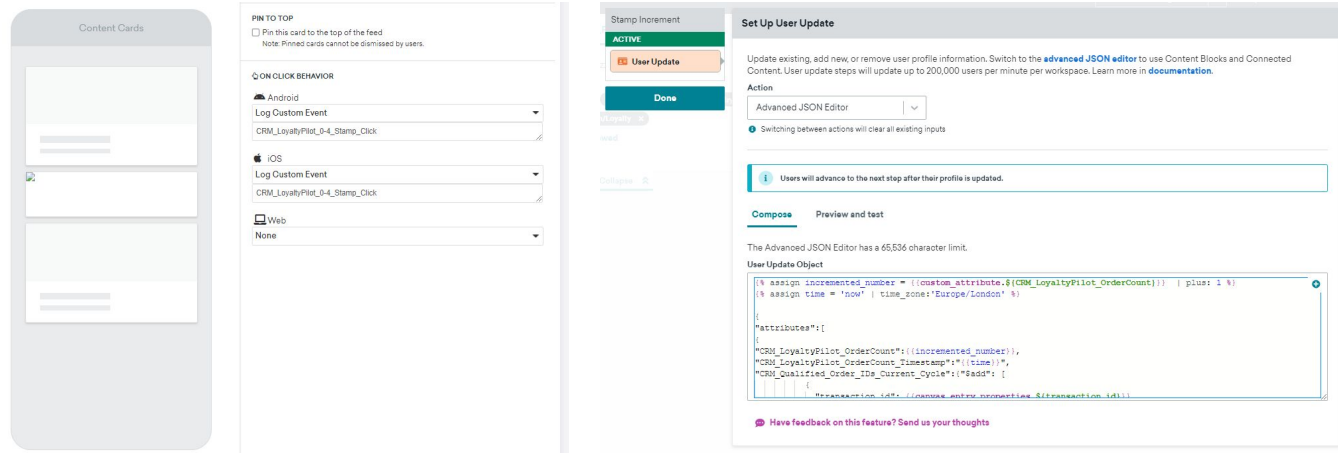
UTILISED THE EXISTING DATA FLOWS AND CRM CHANNELS TO BUILD TEST

USED A 'MINIMUM DETECTABLE EFFECT' AUDIENCE SELECTION TO REDUCE RISK OF CANNIBALISATION IN RISK GROUPS

BUILT A FINANCIALLY LIABLE REWARDS PROPOSITION THAT COULD BE SUNSET IF REQUIRED



BRAZE TECHNOLOGY POWERED THE PILOT IN OUR APP SPACE

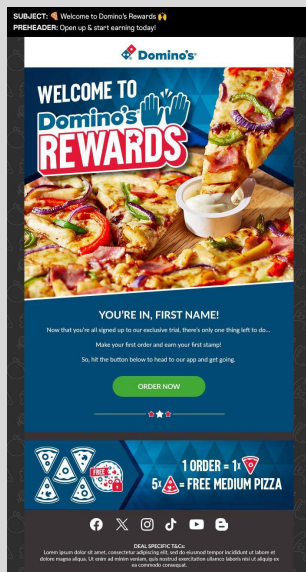


- **CUSTOM ATTRIBUTES** STORED KEY LOYALTY, STAMP AND REWARD BEHAVIORAL DATA TO DRIVE THE JOURNEY FORWARD
- **CUSTOM EVENT LOGS** WERE USED TO CONNECT AND TRIGGER CUSTOMER JOURNEY FROM ONE CAMPAIGN/CANVAS TO THE NEXT
- **USER UPDATE STEPS** RECORDED HOW MANY STAMPS HAD BEEN COLLECTED BY A USER BASED ON THEIR CUSTOM PURCHASE EVENT DATA
- **CATALOGS** MADE SURE THAT WE KEEP OUR MEAL REDEMPTIONS AS SECURE AS POSSIBLE TO AVOID ANY UNAUTHORIZED PURCHASE

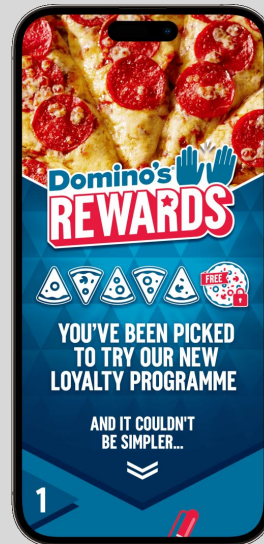


CUSTOMERS CAN SIGN-UP VIA IN-APP MESSAGE

PROMOTIONAL ACTIVITY

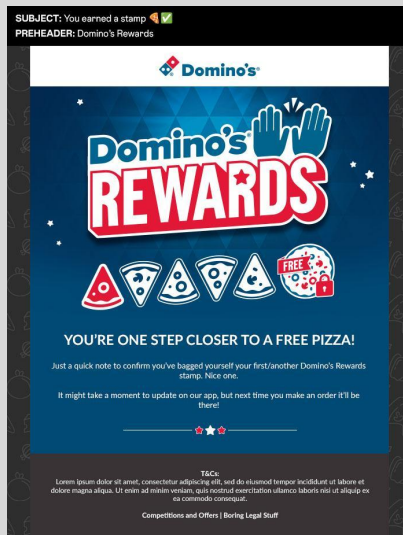


OPERATIONAL JOURNEY



CONTENT CARDS UPDATE FOR STAMP

PROMOTIONAL ACTIVITY



OPERATIONAL JOURNEY

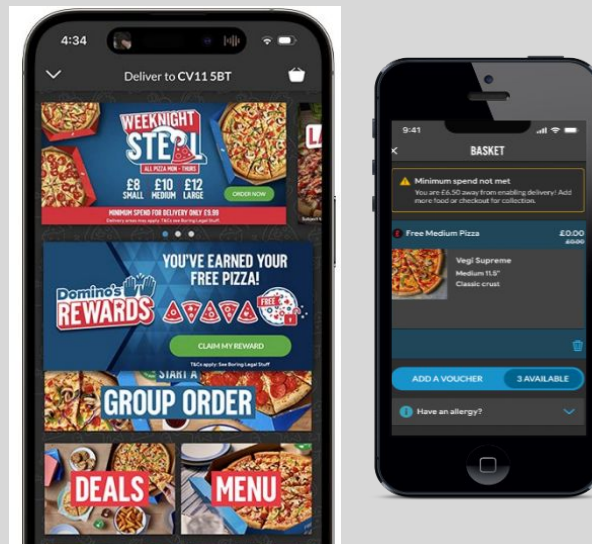


A 3-CLICK REDEMPTION JOURNEY FOR REWARDS

PROMOTIONAL ACTIVITY



OPERATIONAL JOURNEY



3-MONTHS

FROM BUILD TO
LAUNCH

£97K

BUILD & RUNNING
COSTS FOR 2024

**7 TEAM
MEMBERS**

& AN AGENCY
SUPPORTED THE BUILD

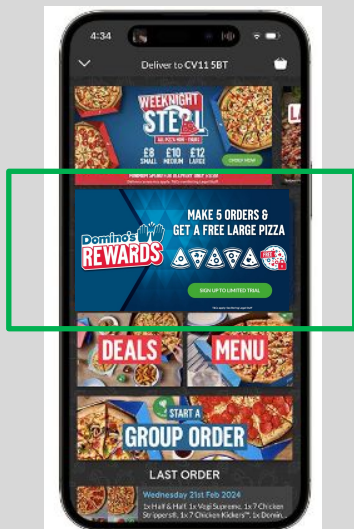


THE LEARNINGS



WE UNDERESTIMATED HOW VISIBLE WE NEEDED TO MAKE OUR INVITE

BEFORE



AFTER

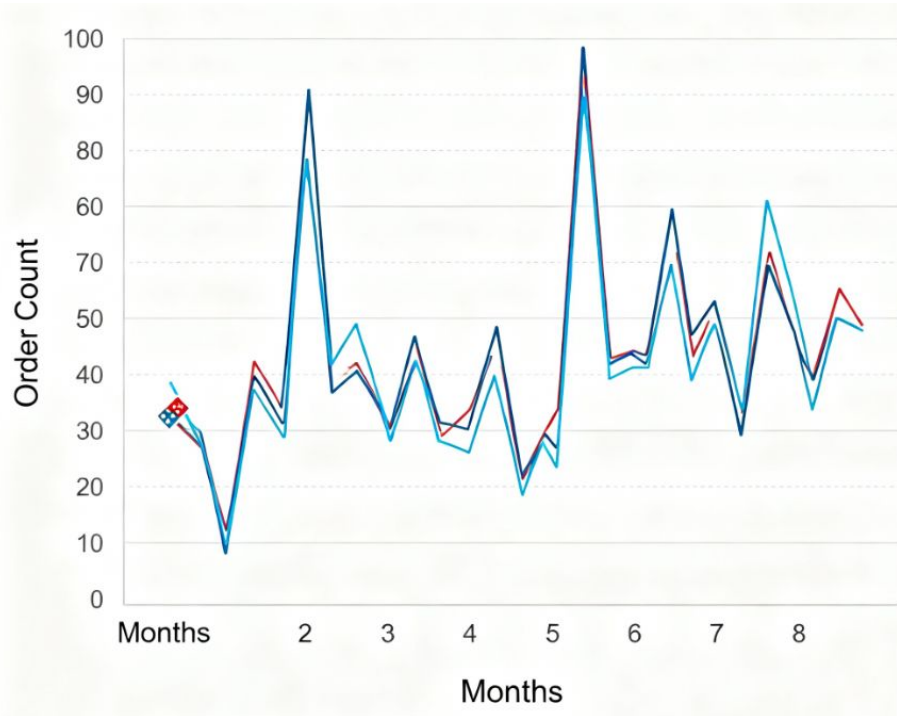


+45%
MORE
SIGN-UPS

AN ALWAYS-ON
MARKETING
APPROACH IS
REQUIRED



WE DIDN'T ANTICIPATE SEASONALITY IN SIGN-UP RATES AND ORDER INCREMENTALITY



TRACKING KEY
METRICS
MAINTAINS
PROFITABILITY



THERE'S LOTS QUANTITATIVE DATA CAN'T TELL US



- ✓ KEEP IT SIMPLE
- ✓ OFFER MORE CHOICE FOR REWARDS
- ✓ REMOVE MINIMUM SPEND
- ✓ DOUBLE THE STAMPS WHEN SPEND MORE

CONDUCT
REGULAR
RESEARCH
PANELS WITH
YOUR
CUSTOMERS



WE LOST CONFIDENCE WHEN WE ASSUMED EVERYONE KNEW THE PILOT HAD BEEN A SUCCESS



KEEP KEY
DECISION
MAKERS AND
SENIOR
LEADERS
ENGAGED



THE FUTURE



WE'RE EXPANDING OUR PILOT ALONGSIDE BUILDING A FULLY INTEGRATED SOLUTION

PILOT EXPANSION

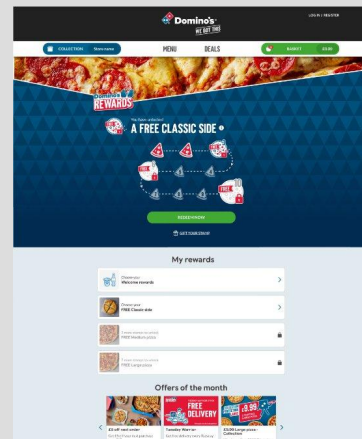
LOW/MEDIUM FREQUENCY APP CUSTOMERS



WEB ONLY CUSTOMERS



FULLY INTEGRATED SOLUTION



KEY TAKEAWAYS



CONTROLLED TEST
ENVIRONMENTS CAN
REDUCE FINANCIAL
RISKS ASSOCIATED
WITH LOYALTY
SCHEMES

HEAVILY TRACKING
PERFORMANCE AND
ADAPTING TO SUIT
CUSTOMER
BEHAVIOURS AND
NEEDS ENSURES
PROFITABILITY

STAYING TOP-OF-MIND
WITH CUSTOMERS AND
STAKEHOLDERS IN
FUNDAMENTAL TO
GROWTH





Thank
you