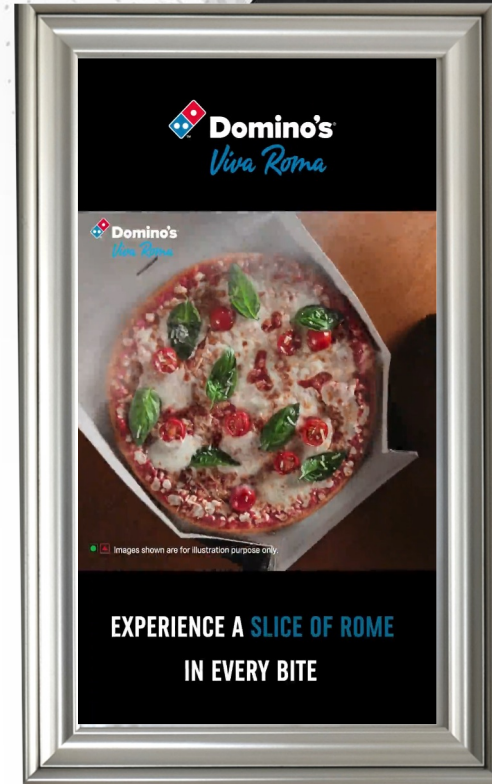




India's largest digital screen network

Taking **digital ads** beyond personal devices



LIFT 02





Dominos witnesses **35%** lift in order share



Objective

To assess lift in Dominos order volumes during AdOnMo campaign period



Targeting

Pune

City

5

Screens

9 days

Duration

98k+

Impressions



Reach



Households:
233



Audience:
HNI Households



Result

- There was a **67% increase in Orders/Day** for Dominos in the society from 2.3 to 3.9
- Domino's order share **increased 35%** from 7% to 9.5% of food delivery order volumes



Approach & Methodology

In a previous Consumer Survey conducted by AdOnMo, we found that users are 47% more likely to consider a brand for their next purchase after seeing their ads on AdOnMo screens. Through the **F&B Case** study, we wished to further substantiate the same by observing real sales uplift for a specific brand.

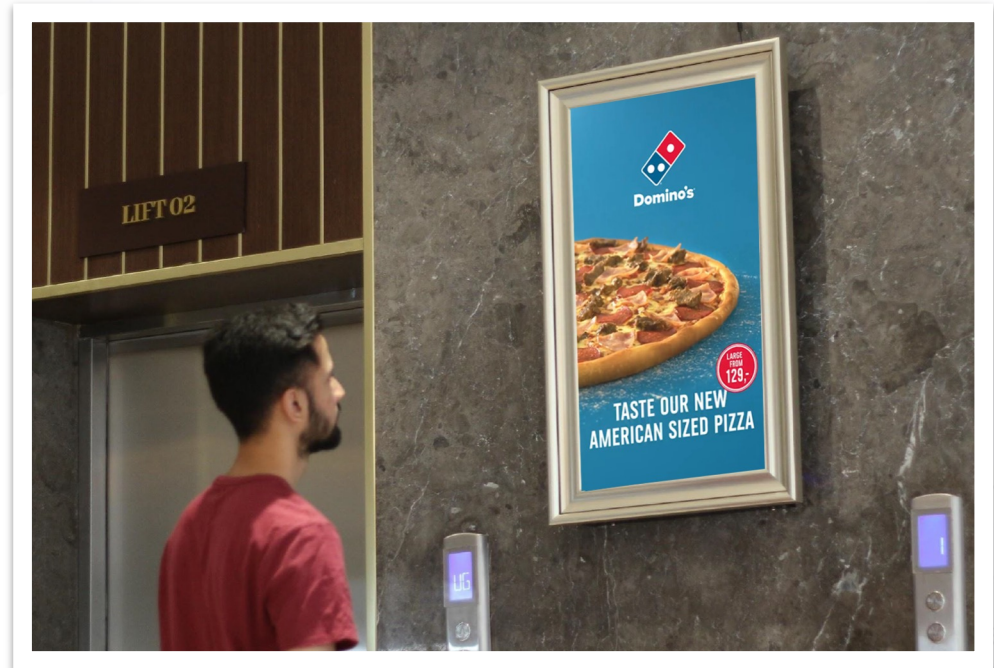
Objective

To measure the **impact of advertising on AdOnMo screens on delivery volumes** of various F&B suppliers.

Approach

We tracked changes in delivery volumes of various F&B providers such as Swiggy, Zomato & Dominos.

We selected Dominos for the pilot as it had a stable order share of ~7% respectively.





Results - Deepdive

Order volume share by food delivery services at society Tiara CHS, Wakad, Pune

