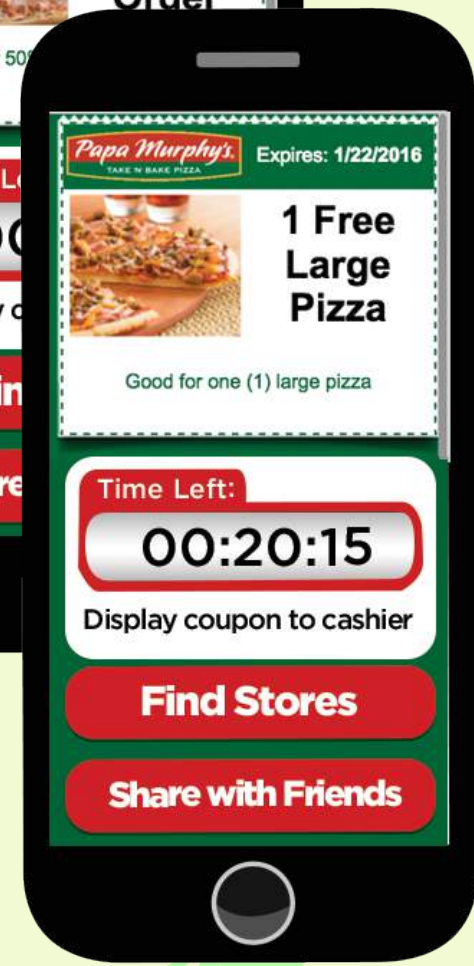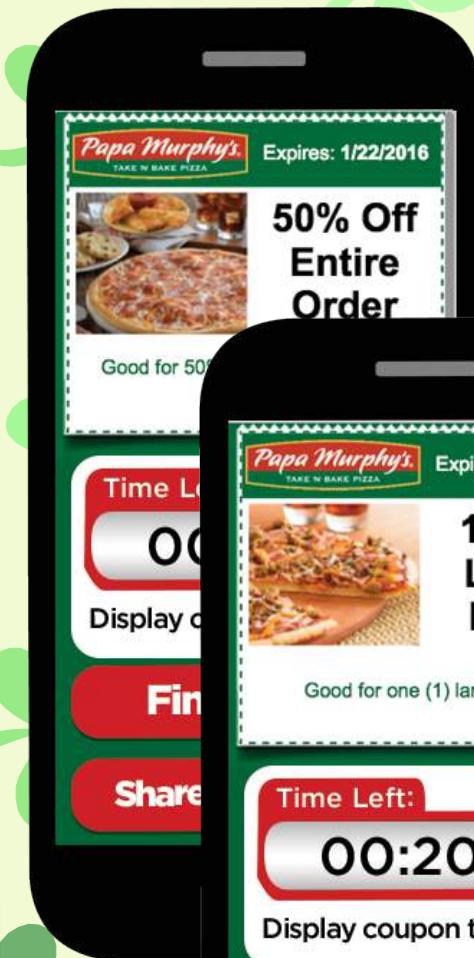**Papa Murphy's**
TAKE 'N' BAKE PIZZA
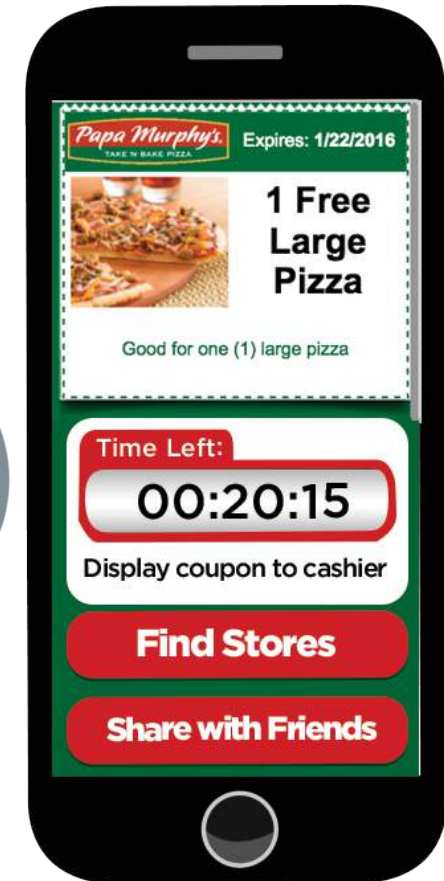
Case Study
"St. Patty's Day Spinner"

Case Study: Papa Murphy's Pizza

Overview

Take-and-bake pizza chain Papa Murphy's wanted to drive traffic during off-peak hours over the St. Patrick's Day weekend. They did this with a nation-wide campaign, targeting their existing audience database with a **Spin-to-Win Prize Wheel** that rewarded players with a variety of mobile coupon "prizes."

The coupons featured **Animated Countdown Timers** to drive urgency and to protect the brand against the possibility of higher-value offers being screen-grabbed and distributed online. Without the animated countdown, the offers were invalid at retail.
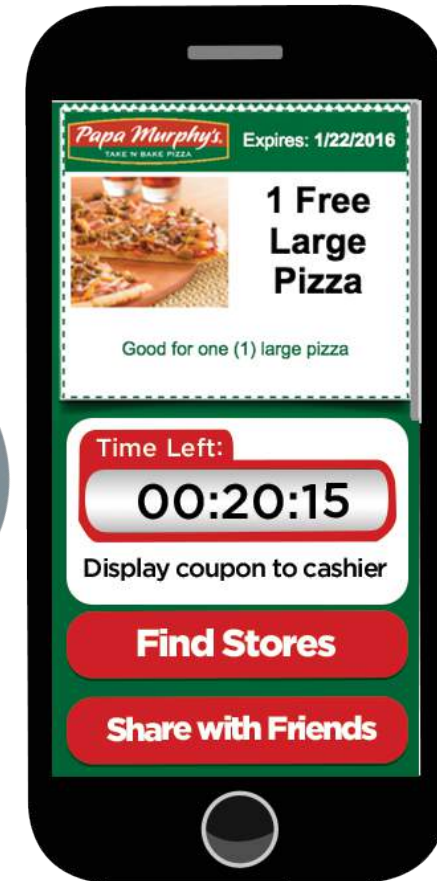
Case Study: Papa Murphy's Pizza

Overview

The **FunMobility Prize Engine** powering this campaign used custom logic to determine the pacing and frequency that coupons of different values were awarded – meaning the highest value offers (get a free large pizza) could be reserved for only a lucky few, while the most common offers (an upsell on cookie dough) could be delivered endlessly.

So, even though it appeared that the segments of the wheel were all of equal size (and thus equal potential to win), the prize engine carefully controlled how often grand prizes were awarded.
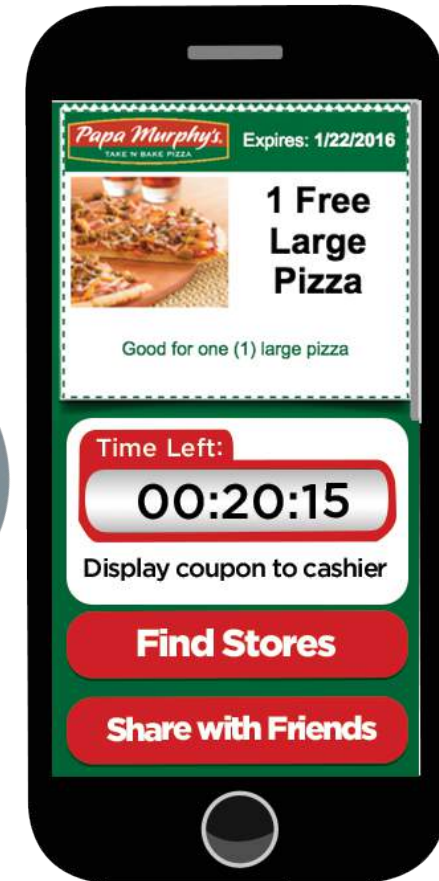
Case Study: Papa Murphy's Pizza

Audience: Nation-wide owned audience database

Incentive: Timed coupons, ranging in value

**Experience:** Prize wheel with custom logic

Case Study: Papa Murphy's Pizza

Because mobile devices are location-aware, Papa Murphy's was able to get a snapshot of audience engagement from all across the country.

Analytics showed trends in which demographics were most engaged with the campaign, in which geographic areas, during which times of day.

Local Engagement Viewable down to Street Level
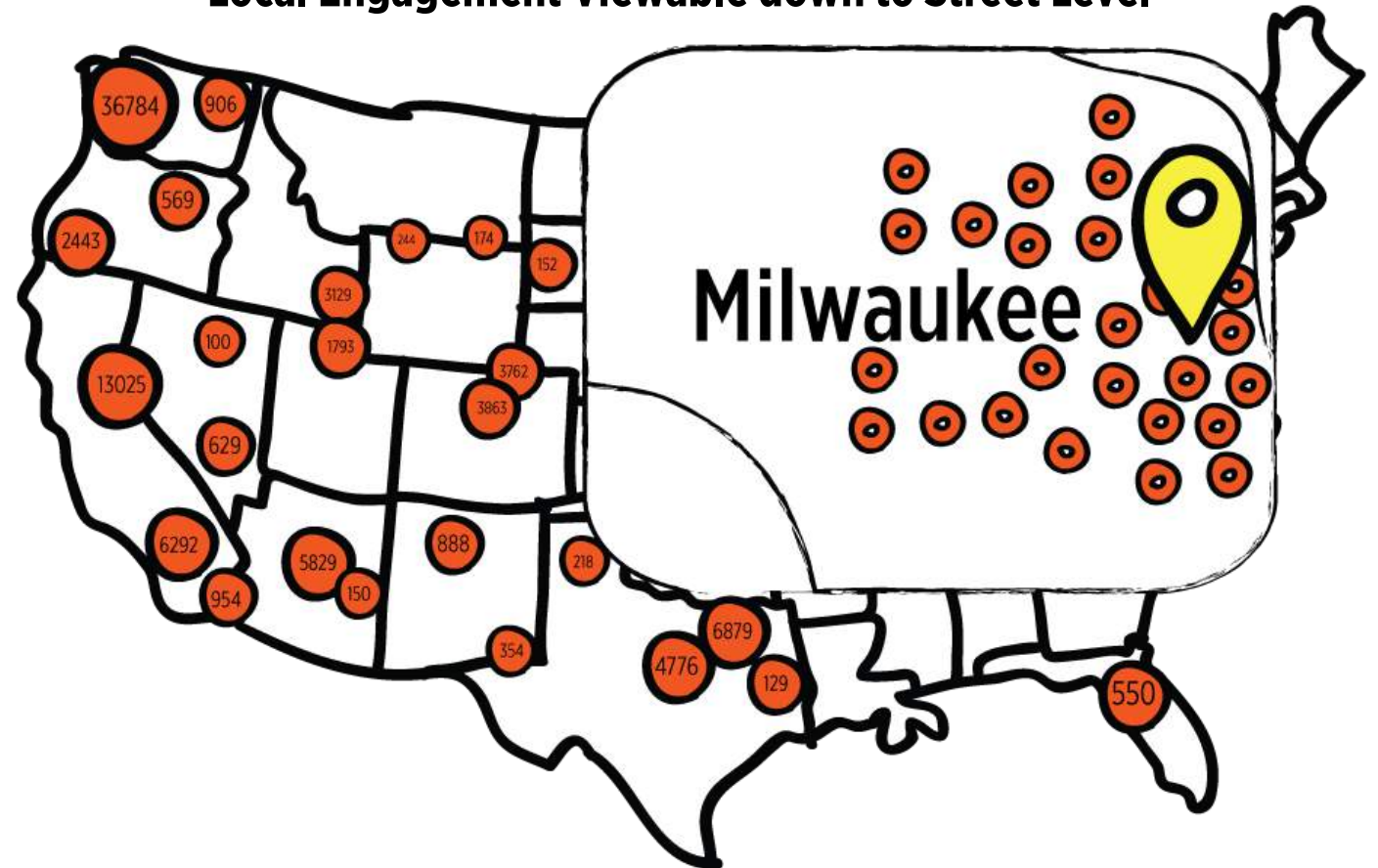
Case Study: Papa Murphy's Pizza

Results:

Within just a few hours, it became clear that this 2-day campaign would be one for the record books:

- **82% of users played the game on page load**

- **94% who played the game clicked intent to redeem their coupon "prize"**

- **Lower-value coupons could be shared to email or social media: 25% of users shared their coupons**

AUDIENCE
(UNIQUE DEVICES)

Views   Game Played   Coupon Served   Intent to Redeem