

CASE STUDY



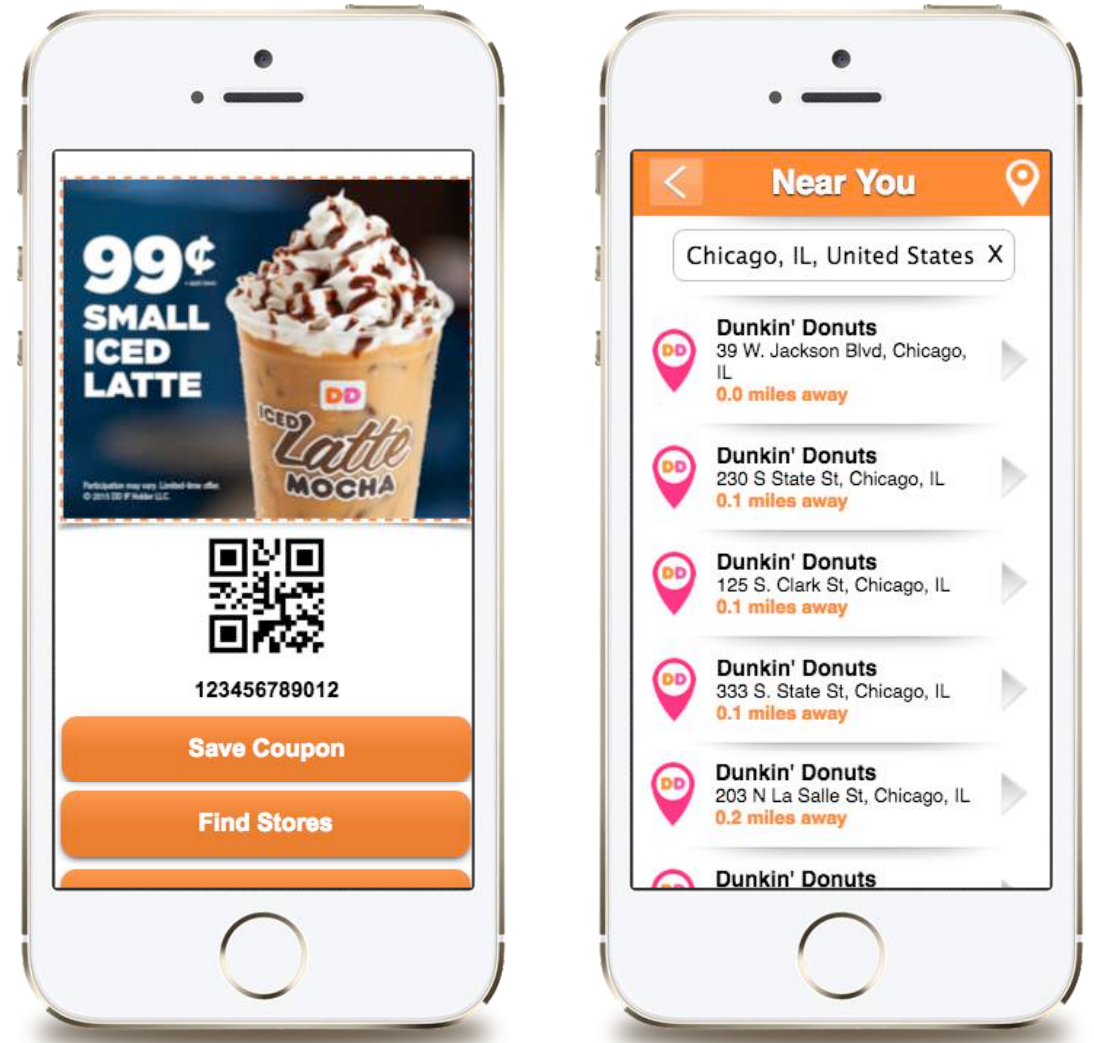
Single-Use Mobile Coupons

FUNTM
MOBILITY

DD Overview

Dunkin' Brands needed to engage its mobile audience across all marketing channels, using a solution that increased coupon redemptions/store visits and offered full control over digital coupon distribution.

- **Safely control digital coupon distribution**
- **Increase foot traffic to Chicago DMA locations**
- **High engagement rate**
- **Coupons could be scanned directly off devices**
- **Integrate with in-store POS system**



DD Overview

Audience: QSR customers, coffee drinkers, commuters, Chicago DMA

Experience: Interactive coupon with single-use redemption codes, interactive saving/sharing/printing features, store finder

Incentive: \$0.99 small iced latte



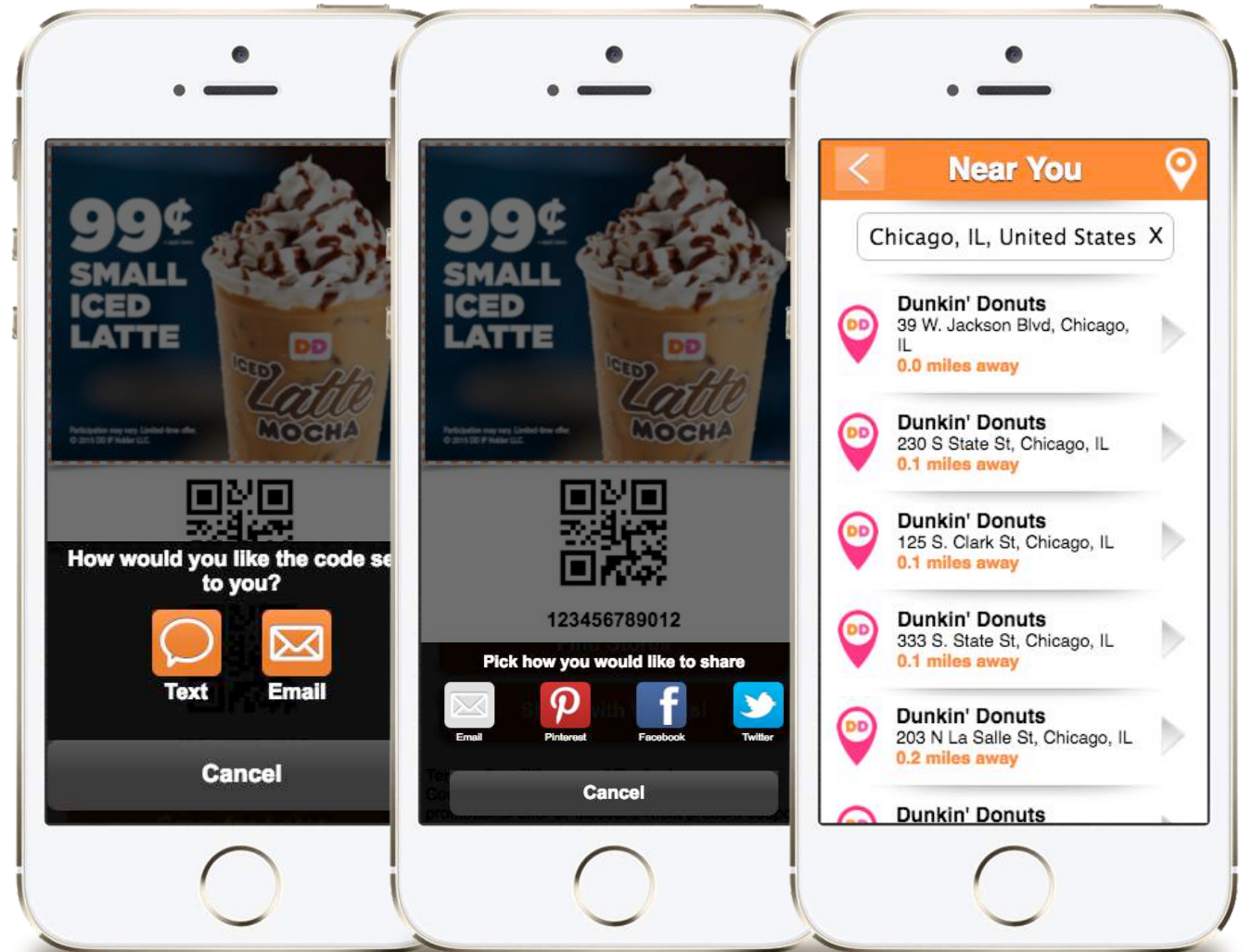


Experience

Users could save coupons to email or text message. Desktop users had the additional option to print coupons.

To extend the reach of the campaign, coupons could be shared via email or social media. A new single-use code would be served to each unique device to maintain control over the scope of coupon distribution.

Lastly, users could click on a store finder to get directions to the 10 nearest locations.





Security

Single-Use Coupon Codes were dynamically served to each unique user.

Every individual who was served a coupon received a different unique redemption code.

Once redeemed, the codes became invalid.

This process limited the brand's liability to only the number of unique codes allowed by the campaign, and ensured that the digital coupon distribution would not get out of control.

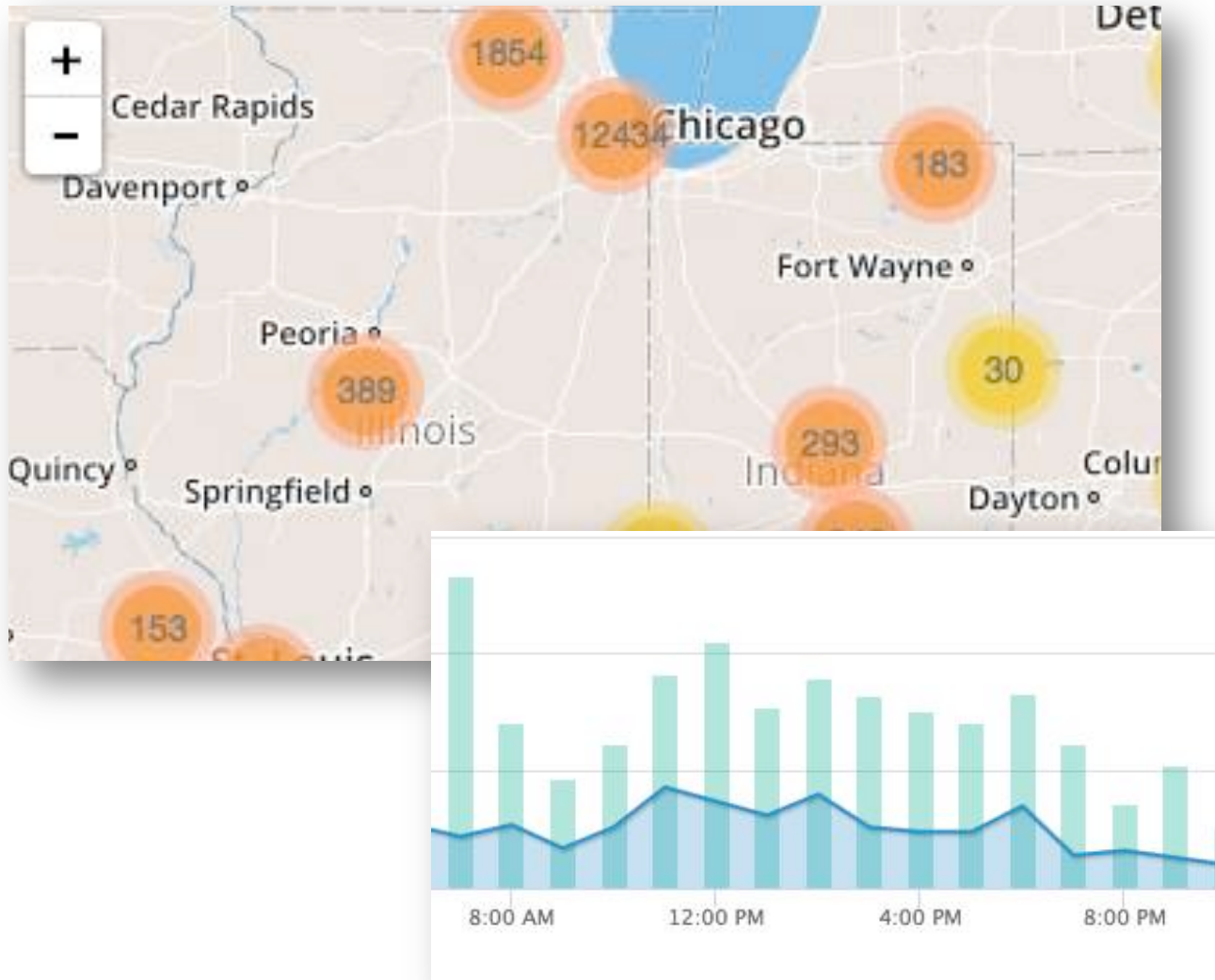
FunMobility Digital Experience Platform



Unique codes became invalid after one redemption.



Results



- **Single-use codes successfully limited coupon distribution**
- **39% of users engaged with the coupon's interactive features (share, store finder, etc)**
- **Conversions were tracked on a per-store basis**
- **Coupon conversions were tracked by time of day and day of week to drive business intelligence and to optimize ad spend**

Want to launch a similar campaign?

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