McDonald's 'Best Burger' campaign wins hearts and stomachs across Middle East

Objective:
McDonald's wanted to create global awareness and consideration for its popular menu items and specially for its iconic burger.

Approach:
1. InMobi identified first part audience segments using SDK data, app type and app usage patterns – gamers, music and entertainment lovers, lifestyle seekers and household dwellers

2. High performing sites were leveraged to ensure it reached relevant audiences

3. InMobi created a unique, gamified experience to drive interaction with the users

Results:

1.6Mn Unique Users reached

11.47% engagement rate (against global benchmark of 1-2%)

2.67% CTR

75% MOAT Viewability

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