

Deliveroo RGR Performance

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RGR SCHEME

Allows current riders to refer a friend

Make extra money by referring friends

Think you know someone who'd be a great Deliveroo rider? Refer friends to ride with Deliveroo and make some extra money.

Refer a friend and you'll receive a bonus if they complete 30 orders within 30 days of applying.

The bonus is usually £50 or £100, depending on vehicle type.

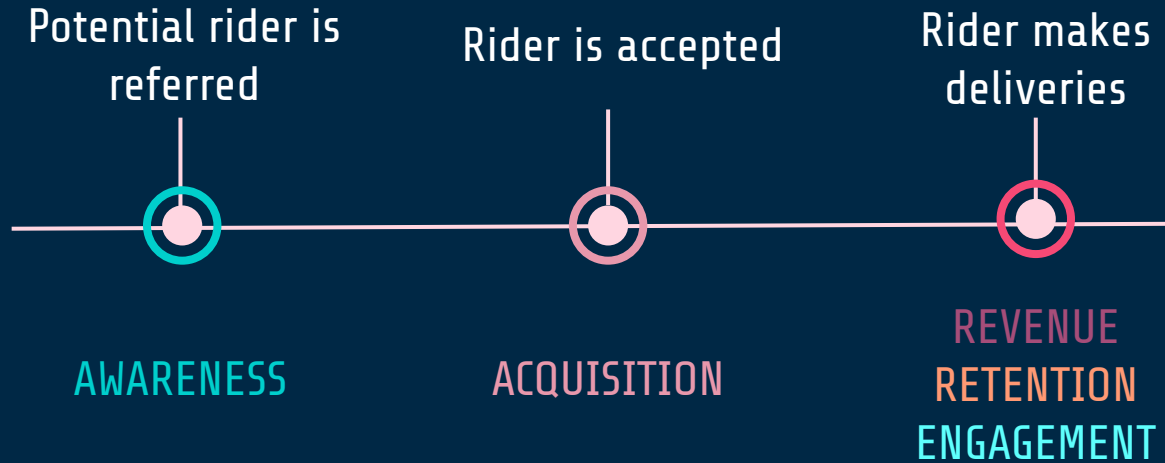
GOAL OUTLINE

We would like to answer the following questions:

1. How has RGR performed? How does that compare with other channels?
2. Is RGR a successful scheme? Should it be changed?
3. If it should be changed, what are some important factors which should be considered?



RGR PROCESS



HOW DO WE DEFINE SUCCESS?

AWARENESS

How many current riders are making Referrals?

In each case we want to link these back to the company aim:

ACQUISITION

How good is RGR at acquiring new riders?

'bring great food direct to customers as fast as possible, in less than 30 minutes'

ENGAGEMENT

How engaged with Deliveroo are RGR's?

RETENTION

How long do referrals stay for?

REVENUE

How much revenue does RGR generate?

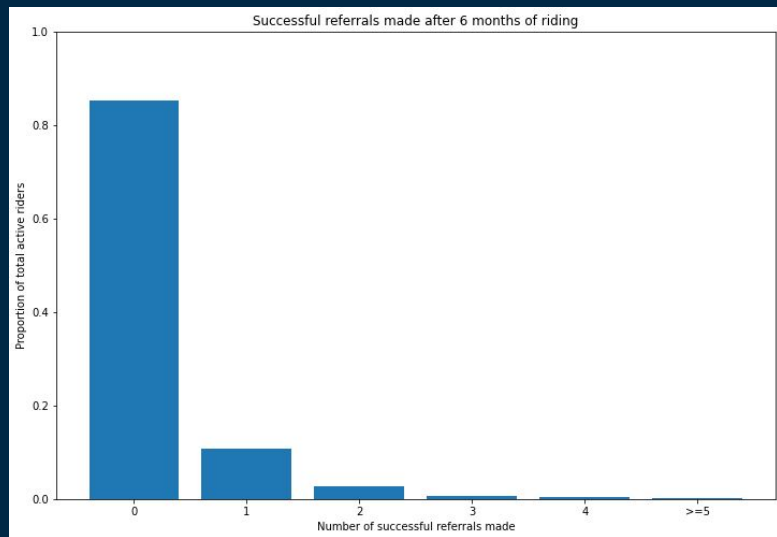
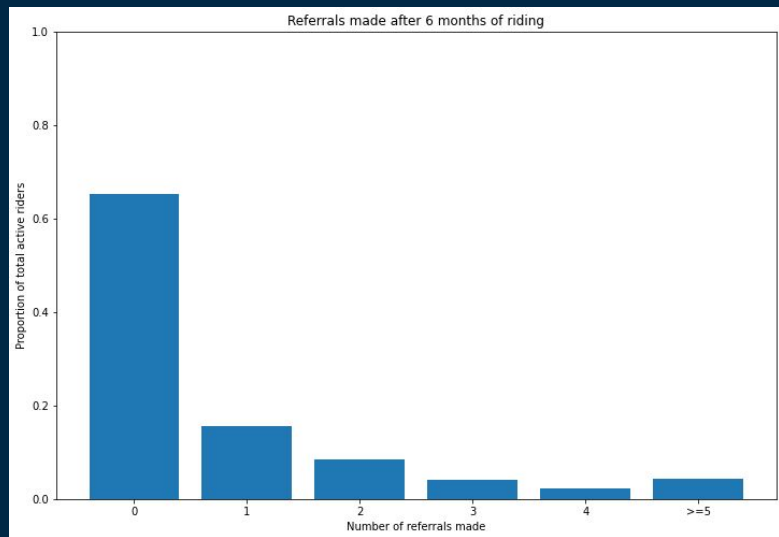
AWARENESS

A

AWARENESS

- How aware are **current/potential riders** of the RGR scheme?

AWARENESS



After 6 months riding:

- ~60% have never made a referral
- ~80% have never made a successful referral
- Referrals more likely to make a referral themselves (cascade effect)

Location	% active pop. with 0 referrals
Roo Town	85%
Roo York	57%
Roo de Janeiro	74%

AWARENESS – TAKEAWAYS

- Only 40% have actually referred a friend ✗
- Location may play a factor ?

SUGGESTIONS:

- How visible is the RGR scheme? - Survey?
- Click through rates?
- Email riders, push notifications to app to encourage, make referral more visible in app

ACQUISITION

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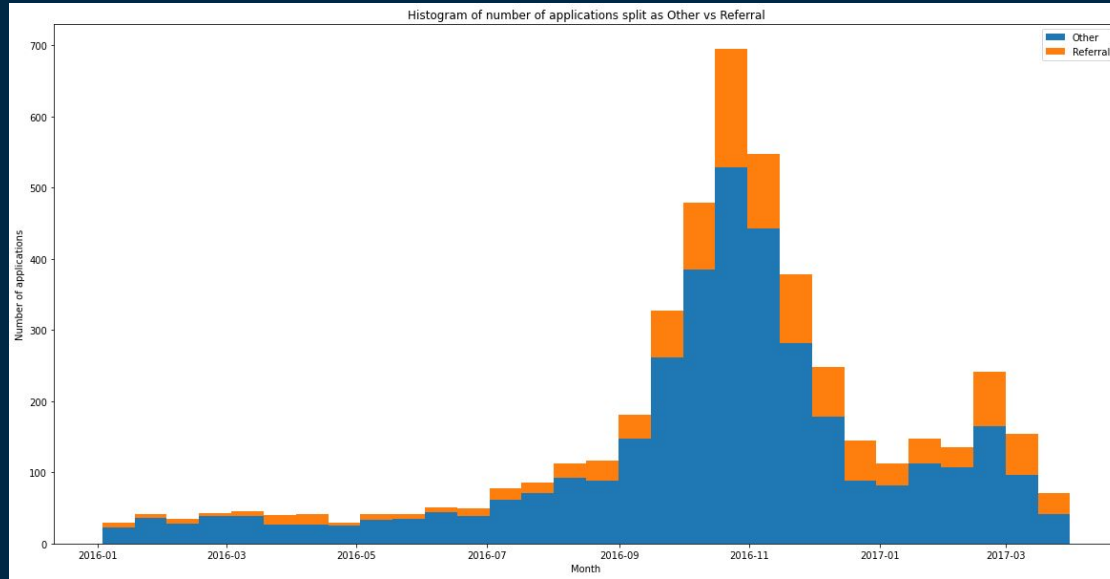
ACQUISITION

We want to quantify how good the program is at acquiring new riders.

To measure how RGR performs in acquisition stage, we look at the following KPIs

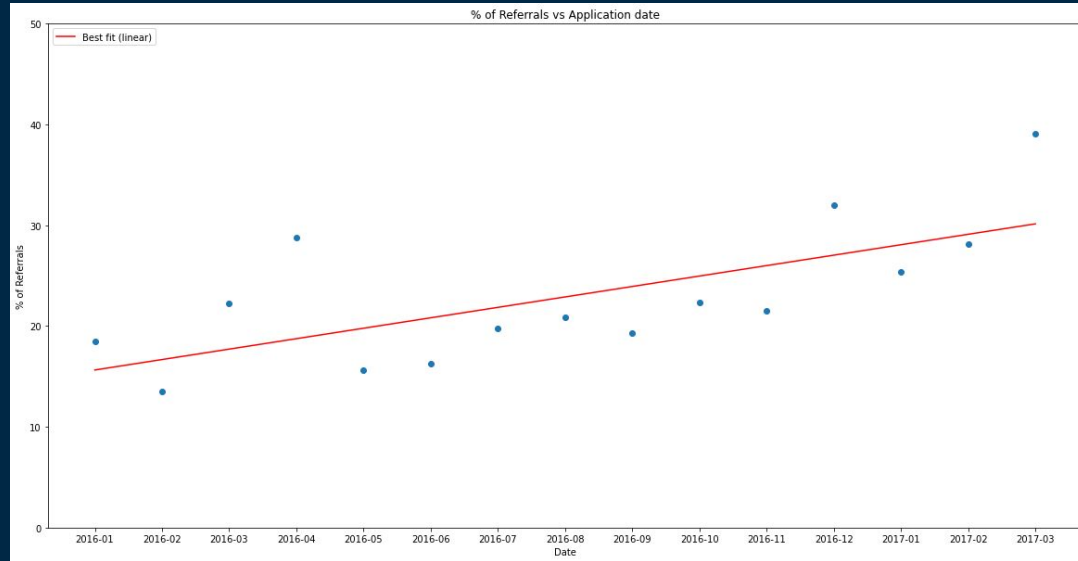
- What proportion of riders come in under RGR? (performance)
 - $(\# \text{ of RGRs applications}) / (\text{Total } \# \text{ of applications})$
- What proportion of referral applications are actually successful? (success)
 - $(\# \text{ of successful RGR applications}) / (\text{Total } \# \text{ of RGR applications})$

ACQUISITION



We can see that between 2016-01 and 2017-04 the proportion of successful applications that came from RGR generally increases.

ACQUISITION



A more illustrative plot: % of riders who applied under RGR.

It is generally increasing.

ACQUISITION – TAKEAWAYS

We've seen that RGR scheme is performing quite well in acquisition. The proportion of riders that Deliveroo has that come from RGR is generally increasing over those time periods.

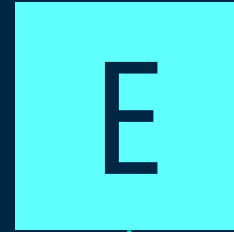
But what about the success rate of referrals?

Conversion rate = 23%

In other words, about 1 in 5 people who apply as a referral end up starting work. Suggestions:

- Investigate as to why this number is what it is. Is it significantly higher/lower than other channels?
- Get more data about this, e.g. did they fail for no work permit, etc
- Consider sending a survey to failed applications to find out why they didn't complete.

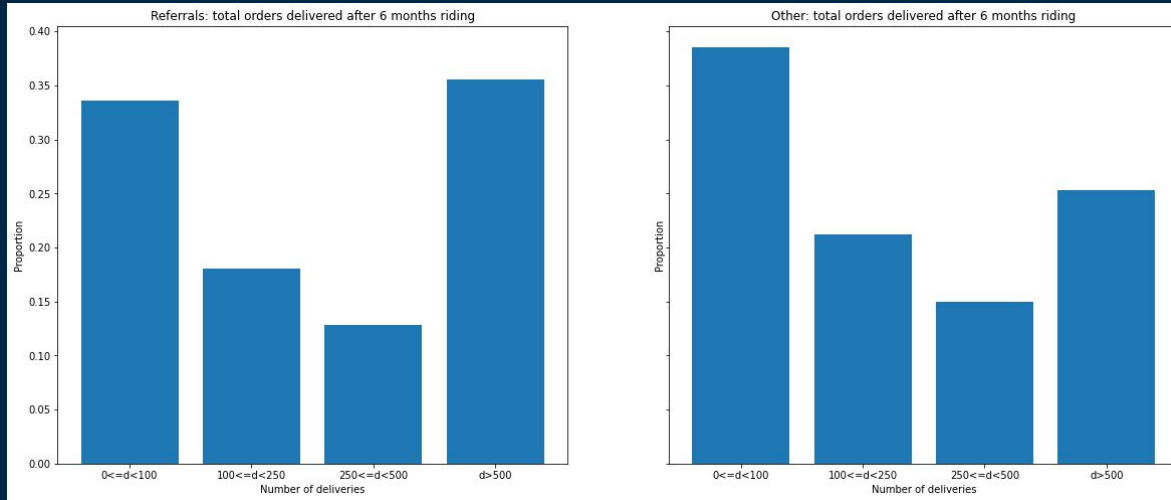
ENGAGEMENT



ENGAGEMENT

- How engaged are **referred riders** with Deliveroo?
 - How deliveries are made by referrals? (performance)
 - How many referrals actually trigger the payout? (success)

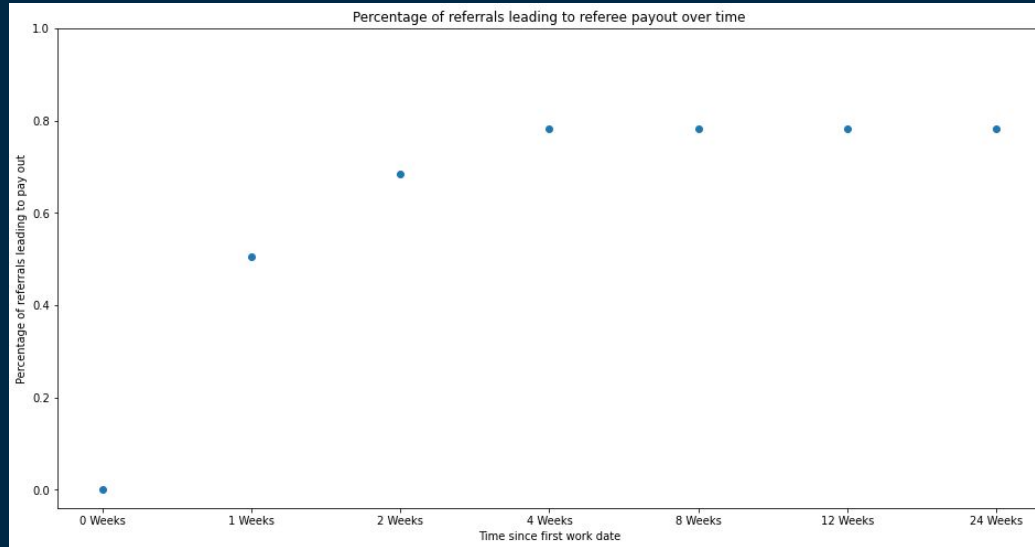
ENGAGEMENT



RGRs tend to be **more engaged**

- % of riders making < 100 deliveries is **less** for RGRs.
- % of riders making > 500 deliveries is **higher** for RGRs.

ENGAGEMENT



4 in 5 riders generate a payout for their referee

- After the 30 day period ~80% chance that the rider generated a payout for their referee (30 or more deliveries made within 30 days) → success

ENGAGEMENT – TAKEAWAYS

Referred riders:

- Are just as (if not slightly more) engaged with making deliveries for Deliveroo ✓ - good since referrals are a cheap acquisition channel

SUGGESTIONS:

- Can we push this out to more locations?

RETENTION

R

RETENTION

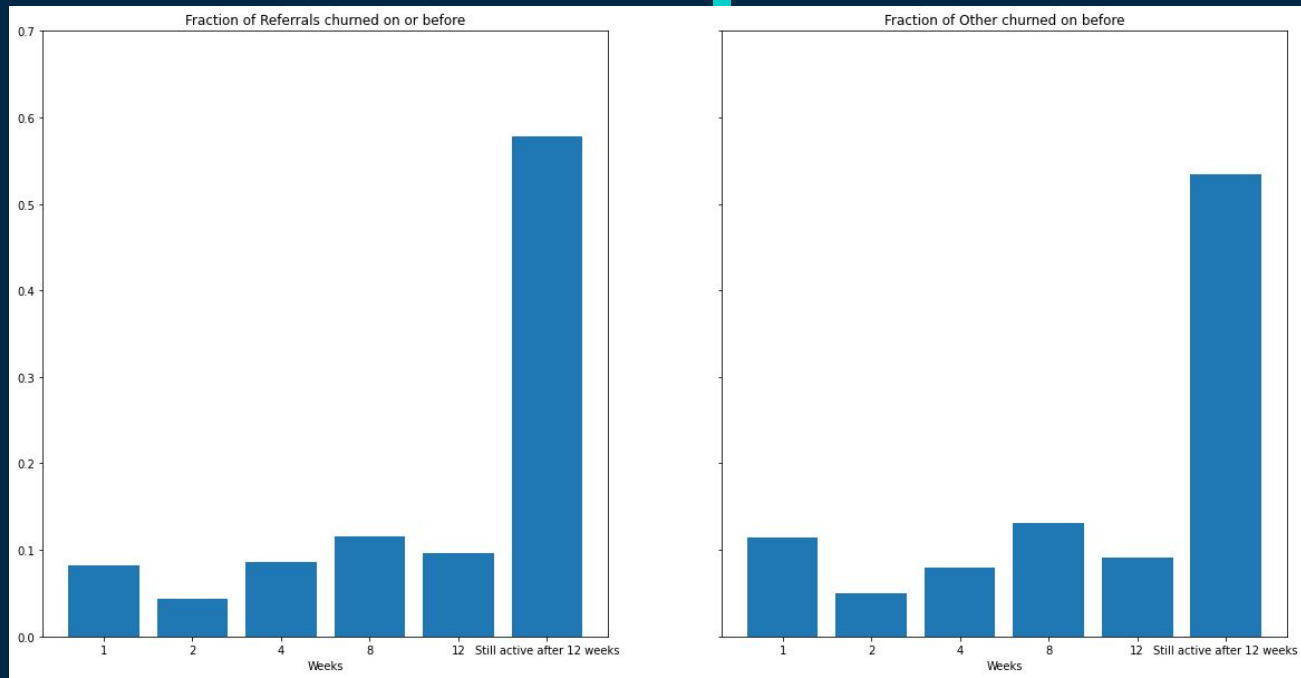
How many RGRs actually stick around? KPIs:

- Do RGRs stick around for more or less time than other channels?
- What fraction riders are still active after 1, 2, ... weeks?

Actively making 1 or more deliveries after 6 months:

- 58% of RGRs
- 56% of Organic

RETENTION



Retention of RGRs tends to be **no different** to other channels

- Slightly less likely to churn after week 1
- Slightly more likely to still be around after 12 weeks

RETENTION – TAKEAWAYS

- RGRs stick around, essentially, no more and no less than other channels ✓

REVENUE

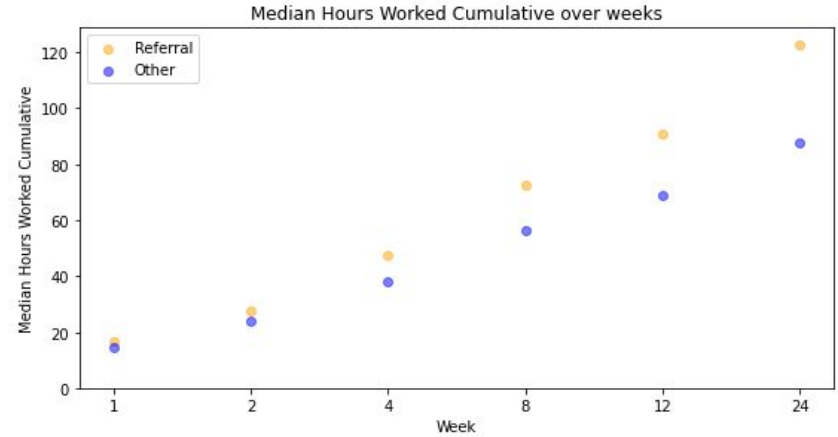
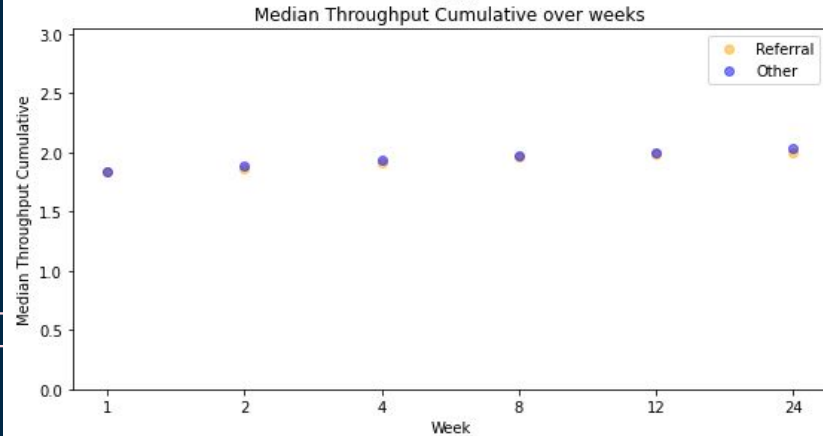
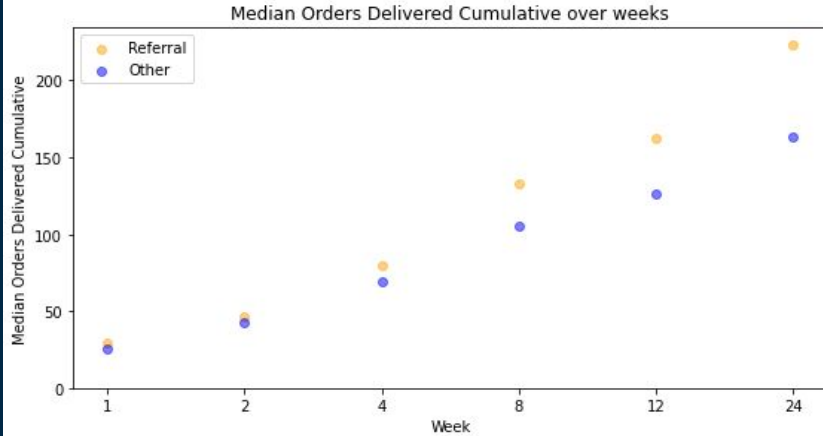
R

REVENUE

How much revenue do RGRs generate?

- Average throughput (deliveries per hour) of RGRs?
- Average deliveries of RGRs?

REVENUE



- Throughput - no difference
- Deliveries + hours worked higher for RGRs (this trend is generally true, regardless of location, but the exact amount changes, due to larger proportion of referrals in Roo York)

REVENUE – TAKEAWAYS

- Average RGR tends to make more deliveries → More revenue generated ✓
- Average RGR tends to work more hours ✓
- RGRs account for 31% of total deliveries ✓ (They only make 25% of pop.)
- RGRs make the same amount of deliveries per hour as other channels ✓

SUGGESTIONS/QUESTIONS:

- Why do RGRs work more? - Presumably to generate fee for their referee?
- Can we make similar incentives for Other to increase output for other channels?

CONCLUSIONS



SUMMARY

AWARENESS

- Only 40% of current riders have made a referral - why not more? -This might be correlated with location

ACQUISITION

- % of RGRs generally increasing - good since they are 'free' acquisitions
- 23% of Referrals successful - why? Is this low or high compared to Other?

ENGAGEMENT

- Once referred riders start they do a great job in delivering!

RETENTION

- Referrals stick around for just as long as other channels

REVENUE

- The average Referral makes more deliveries in a given period than other channel counterparts - presumably they are motivated to generate the referral fee?

ACTIONS & SUGGESTIONS

- Referrals are cheap and quality is similar or better - we should push RGR out to more locations
- Investigate application success rates. How do they differ between channels? Why do people not complete?
- Visibility of scheme: has Deliveroo made any advertisement for the RGR scheme? Did this cause an increase in referrals?
- We should consider this if not, e.g. email reminders, push notifications
- # referrals is location dependent - we should test a location dependent referral fee.
- Do referrals generate more because they have a friend to help - buddy system?
- What about the pricing scheme in general? At the moment: 1 off payment of \$100 after 30 deliveries. How about \$3 for the first 30 deliveries is that more incentivising?
- Can we offer similar incentives to other channels?

OPEN QUESTIONS

- Why do referrals make more deliveries? - After hitting this payout of 30 why does engagement not return to 'normal'?
- Is the reason that referrals perform better because they have a friend helping them with the system? - This could imply that the app/algo is complicated to use without guidance?
- If it's due to motivation, how can we capitalise on this for other channels?

Do you have any questions?

THANKS

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