



The advertisement features the Domino's logo in the top left corner. The main headline is "DOMINO'S ANYWARE™" in a large, stylized font, with the tagline "Order your favorite oven-baked goodness on your favorite devices." below it. A white box in the center contains the text "Domino's Tweet Ordering" and "Analysis of conversion, and timing of the first order". The bottom section displays a grid of ten smart devices, each with a circular icon and a label: Google Home, Messenger, Zero Click, Text, Tweet, Echo, Smart TV, Car, Smart Watch, and Voice. The background of the advertisement shows a pizza on a wooden table and a smartphone displaying the Domino's app.

DOMINO'S
ANYWARE™
*Order your favorite
oven-baked goodness on your favorite devices.*

Domino's Tweet Ordering

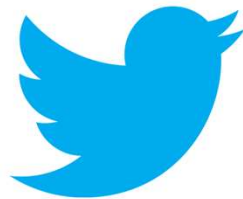
Analysis of conversion, and timing of the first order

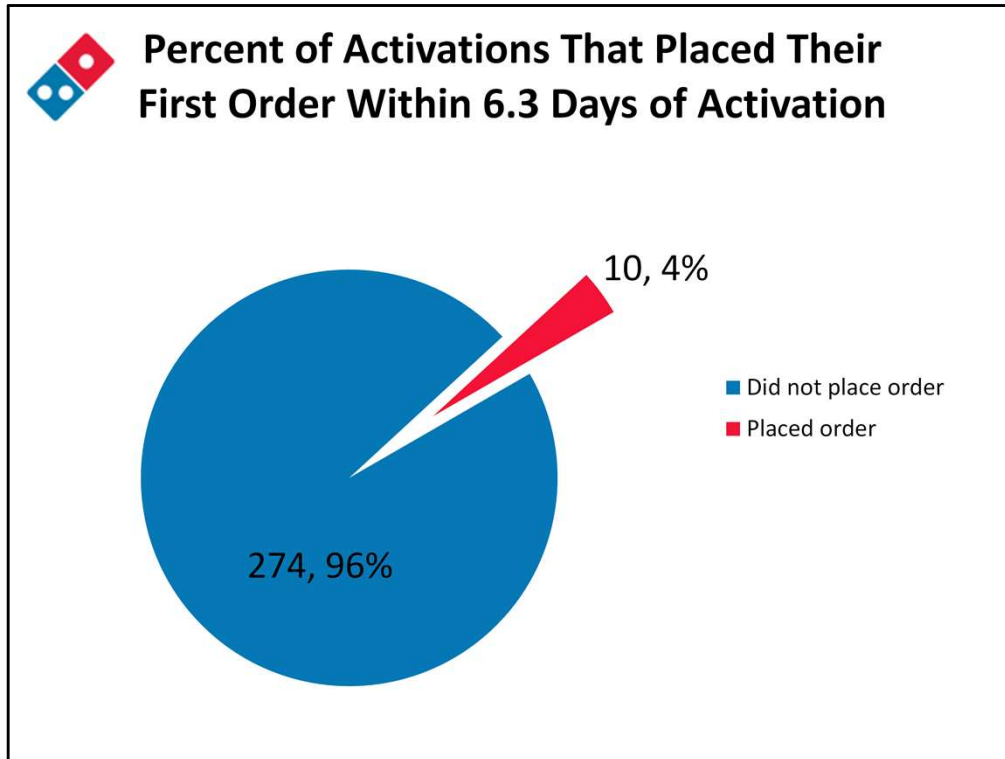
- GOOGLE HOME
- MESSENGER
- ZERO CLICK
- TEXT
- TWEET
- ECHO
- SMART TV
- CAR
- SMART WATCH
- VOICE



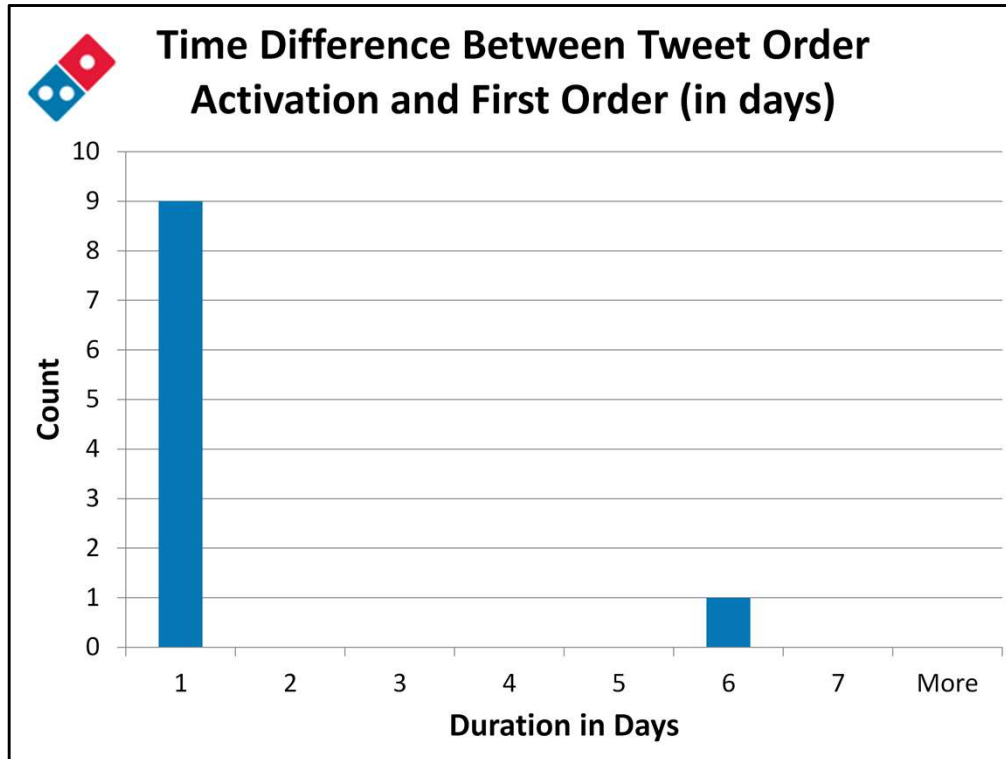
Dataset Overview

- 302 tweets collected from Twitter's API with the search query “@dominos #EasyOrder”
- Tweets were from the previous 6.3 days from the time of data collection

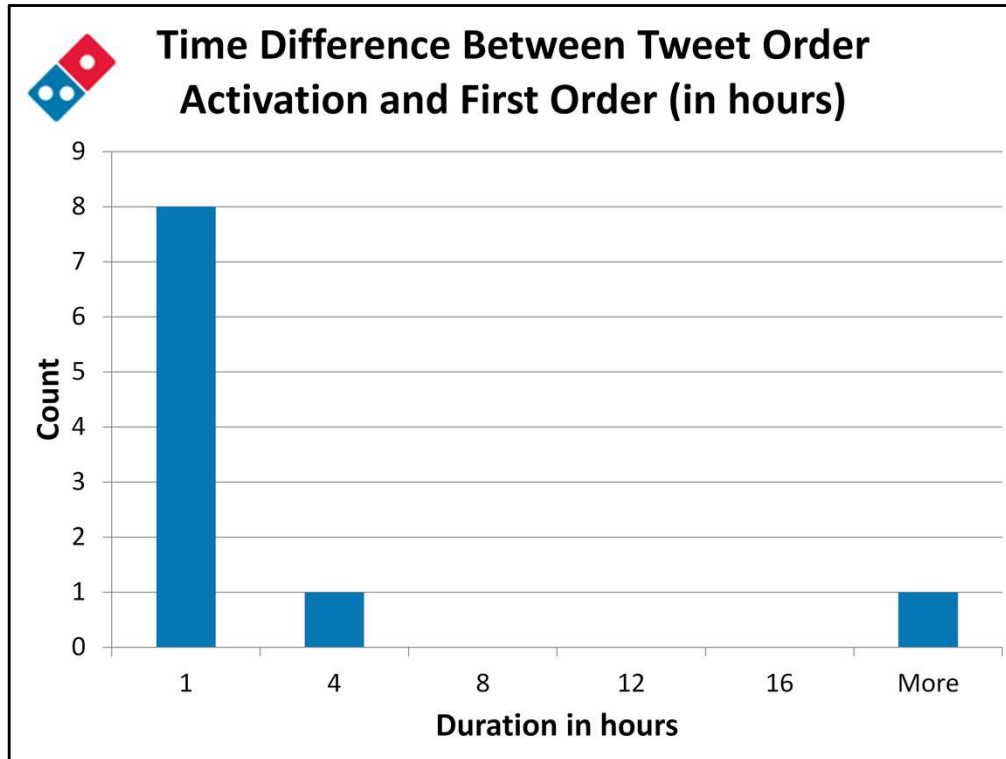




Approximately 4% of new Tweet Order activations placed an order within 6.3 days of the activation.



Of the customers that placed an order within 6 days of activating Tweet Ordering, 90% of them placed their first order within **1 DAY** of activation.



More specifically, of the customers that placed an order within 6 days of activating Tweet Ordering, 80% of them placed their first order within **1 HOUR** of activation.



Goal

Increase the number of “first orders” placed by newly activated Tweet Ordering customers

Tweet Ordering
activated



“First Order”



Domino's Pizza  @dominos · 50m
@ to @Dominos to start placing your Easy Order
[22:18:41 EST]



@dominos I feel like I'm collapsing internally and I'm pretty sure only pizza will
revive me 🍕🍕🍕🍕 #EASYORDER



Possible Tests

- Increase conversion with different promotions
- Increase conversion by reengaging the newly activated Tweet Ordering customer
 - Reminder tweets



Limitations and Future Improvements

- Original data did not include results for tweeted orders containing “@dominos 🍕”
 - Talk to dev about how to search this as a URL parameter
- Only contains data for 6.3 days. This is where the twitter API maxed out.
 - Longer would tell us if higher conversion happens at a longer duration. For example, since the customer has to first place an order online to save an Easy Order, perhaps they setup Tweet Ordering at that time and planned to use it in the future. If median frequency of purchase is 7 days the original analysis could be skewed.



Limitations and Future Improvements

- Try alternative auto reply message after activation that says 'hey retweet this to order!' (but much more @dominos like 😊)
 - Need to pull data to support this and see how many orders were placed by retweeting the auto-reply message. I saw some users doing this during data exploration.



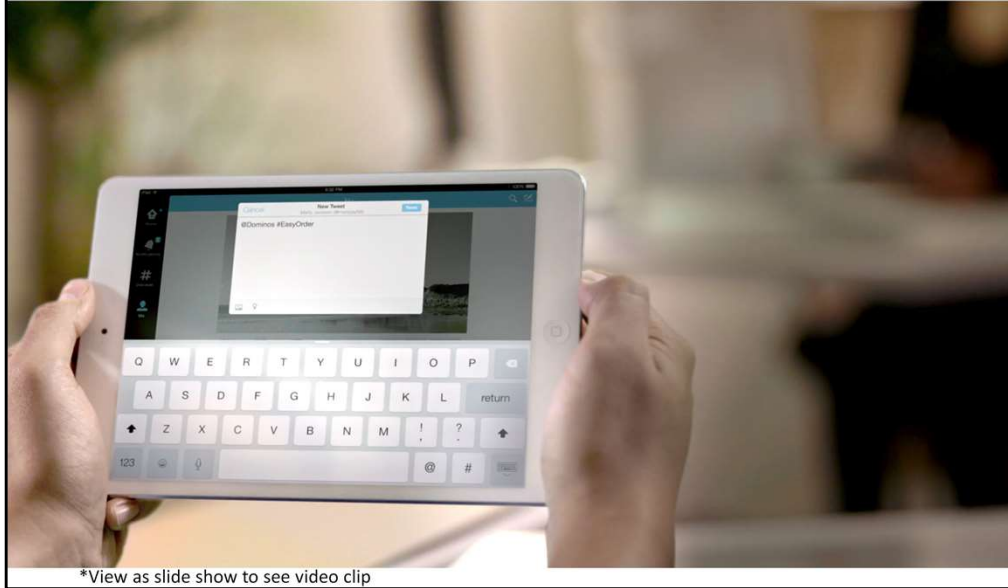
Limitations and Future Improvements

- Rate limiting needs to be tested because the original API call was not high enough to hit the API limit (450 tweets per 15 minutes)
- Reproducible results are a must! The raw JSON responses of the Tweets should have been downloaded and stored. Even using a max_id parameter does not solve this issue because the API only goes back 6-9 days



Looking Forward to Many More Presentations with @dominos!

Presentation by: Kenny Deneweth



*View as slide show to see video clip