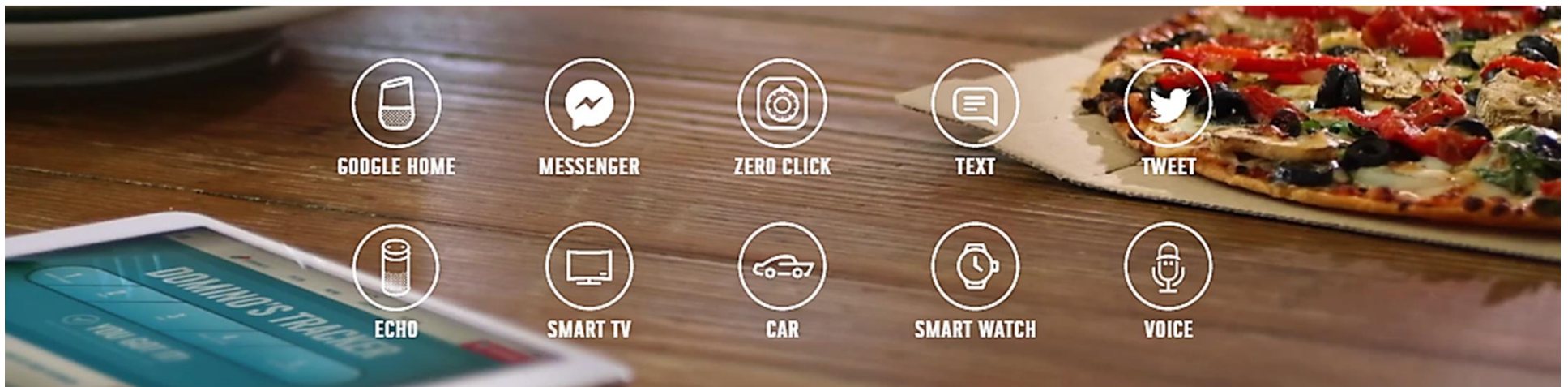




Domino's Tweet Ordering

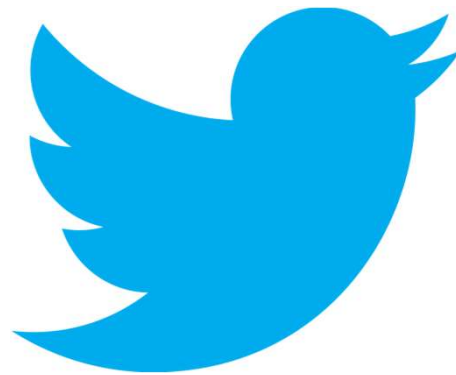
Analysis of conversion, and timing of the first order





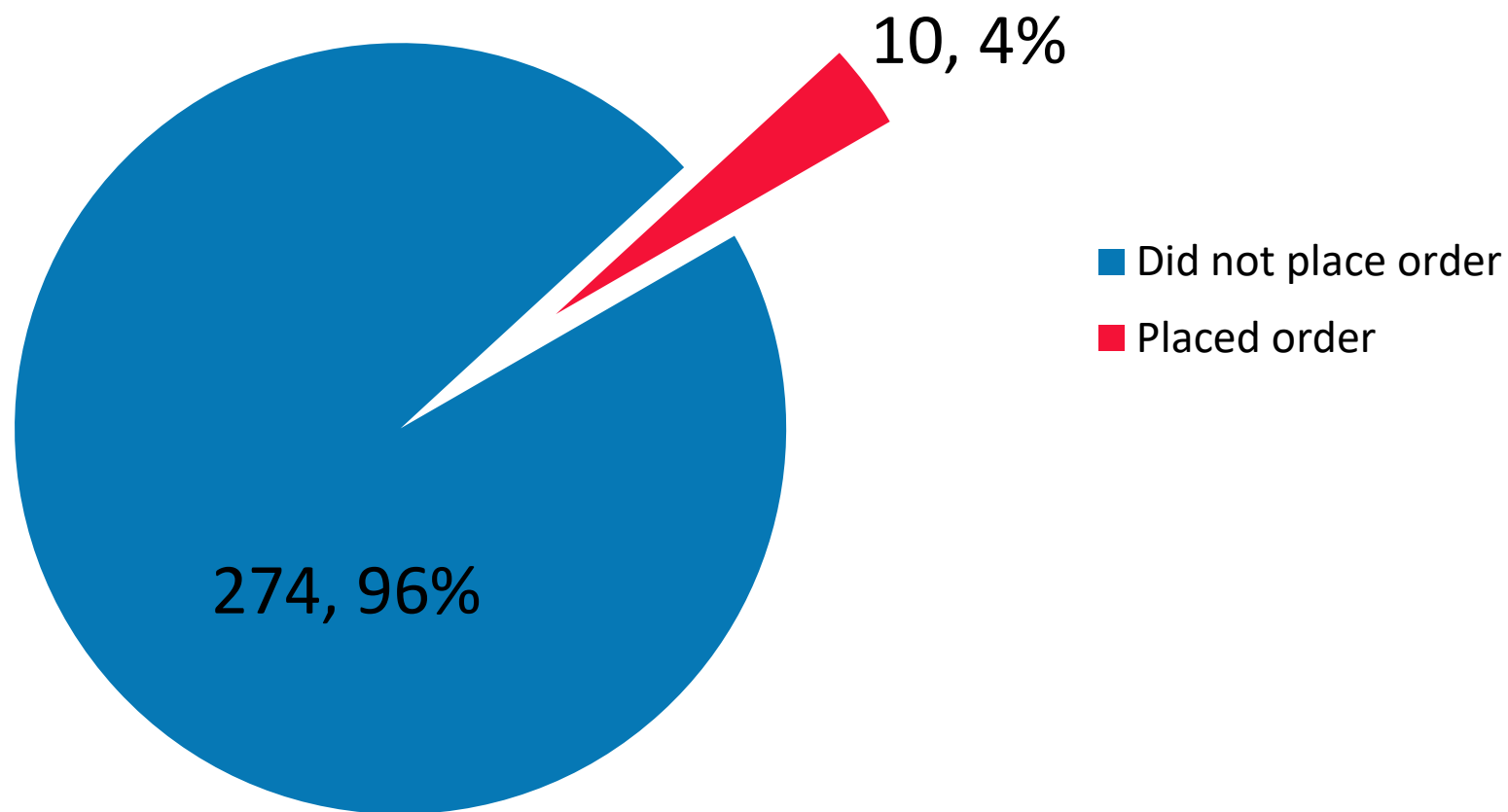
Dataset Overview

- 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



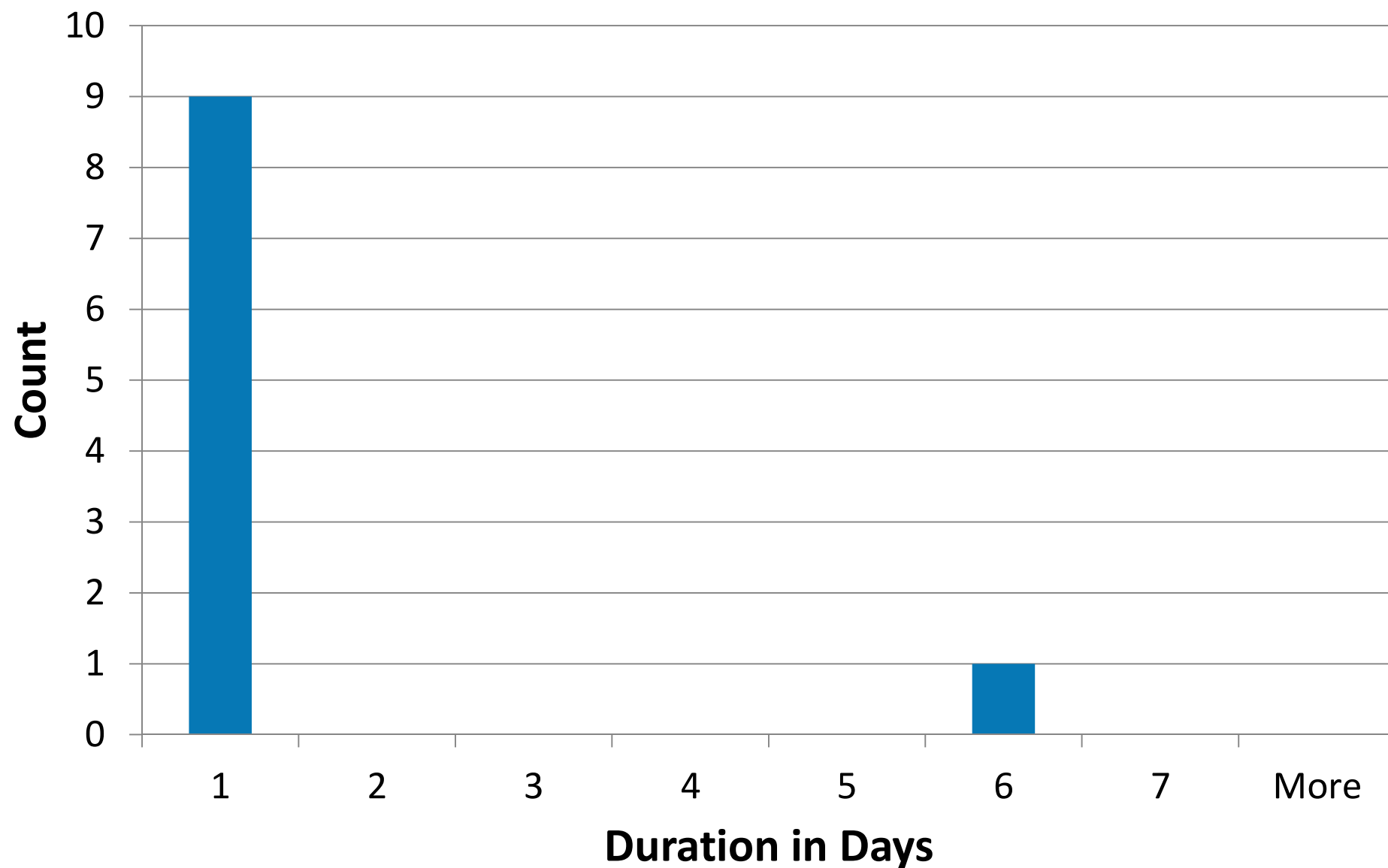


Percent of Activations That Placed Their First Order Within 6.3 Days of Activation



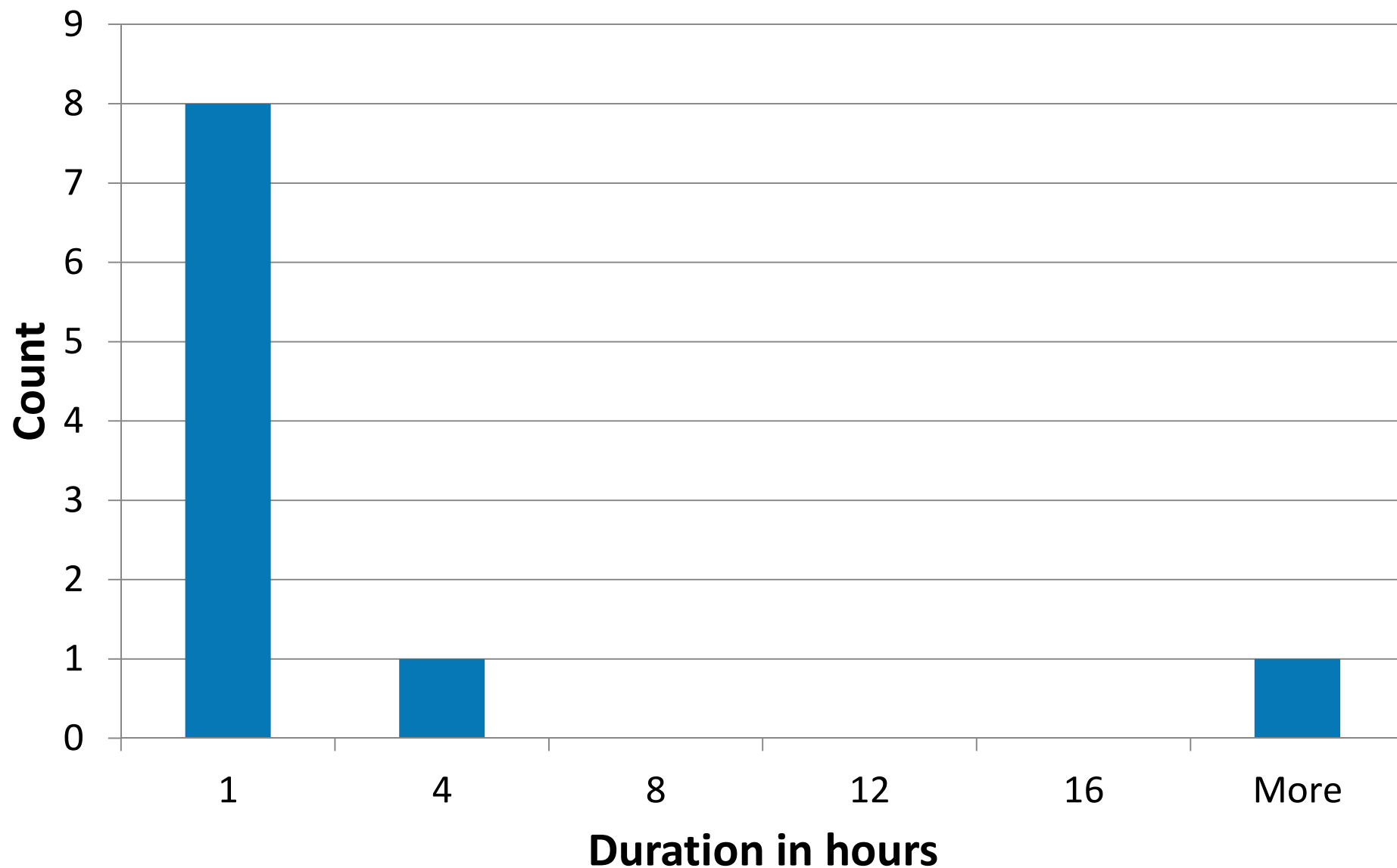


Time Difference Between Tweet Order Activation and First Order (in days)





Time Difference Between Tweet Order Activation and First Order (in hours)





Goal

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

**Tweet Ordering
activated**



“First Order”



Domino's Pizza  @dominos · 50m
@ Welcome to Domino's Tweet Ordering! Tweet [#EASYORDER](#) or
 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.



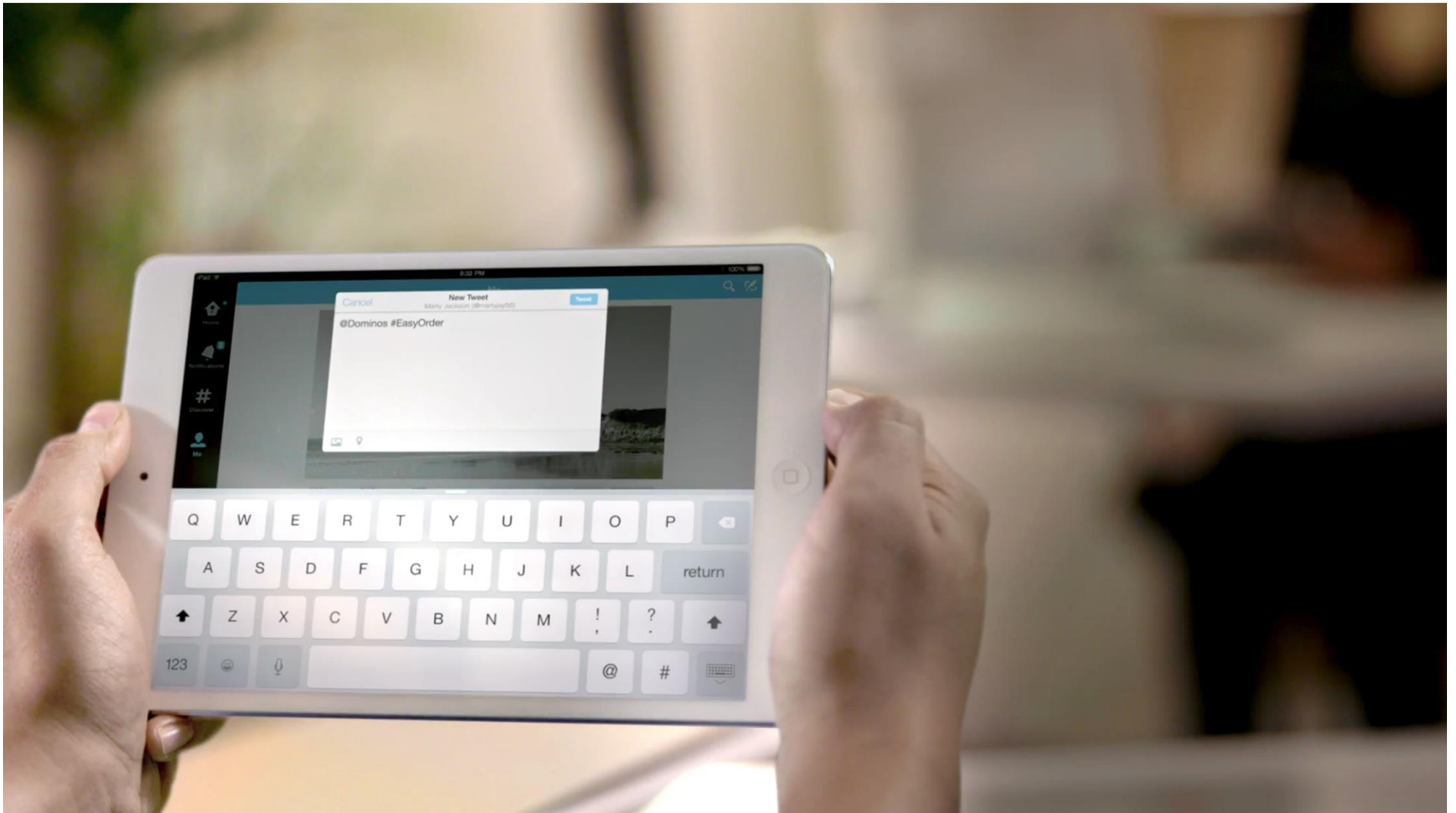
Limitations and Future Improvements

- 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