

Burger King Taiwan boosts conversions with Appier's AI solutions

21 July 2023 | News

Appier's one-stop automated platform enhances segmented communication effectiveness, while diverse creative modules innovate marketing campaigns



Appier's one-stop automated platform enhances segmented communication effectiveness, while diverse creative modules innovate marketing campaigns

Appier announced the successful implementation of a highly-interactive, personalised marketing campaign for Burger King Taiwan, a globally renowned fast-food chain. In response to the current market landscape and its needs, Burger King Taiwan has been consistently revamping its strategies to adapt to the new normal in the food and beverage industry and seize market opportunities in takeout and delivery.

Burger King enhances website conversion rate through Appier's AI-powered personalised marketing platform, creating highly interactive personalized marketing campaigns

By leveraging Appier's AI Personalisation Cloud, Burger King Taiwan harnessed diverse creative modules to effortlessly create eye-catching and engaging marketing campaigns, offering customers a unique and personalised experience. According to a study conducted by Infosys, it was reported that personalisation significantly influenced 59 per cent of consumers's spending habits, while personalised restaurant marketing increases quick-service restaurant repeat sales by 8 per cent to 20 per cent. By providing a personalised experience for its customers, Burger King Taiwan achieved remarkable

breakthroughs in on-site clicks and conversion rates, aligning with various marketing objectives such as consumer journeys, festive periods, new store launches, and seasonal promotions.

In the highly competitive fast-food market, Burger King Taiwan wanted to boost customer conversions on its website and expand the average order value through more precise and engaging personalised marketing initiatives. With Appier's AI-powered personalised marketing platform, Burger King Taiwan was able to collect and analyse customers' online behaviour, including product pages browsed, and shopping cart items. This enabled Burger King Taiwan to execute targeted segmentation marketing campaigns based on detailed information about customer behaviour and preferences, allowing them to seize every crucial moment of customer interactions.

Appier's AI-powered Personalization Cloud analyses user behaviour on a website. Once it detects a user's intent to leave the site, the system will automatically trigger a pop-up window with a discount offer. This approach effectively retained customers by converting them into buyers and yielded an impressive conversion rate of 31 per cent. Furthermore, Appier assisted Burger King Taiwan to set up various reward thresholds based on current cart value, incentivising customers to purchase more. This tactic achieved an average click-through rate of 27 per cent, thereby boosting the overall order value.