

# How Chick-fil-A Boosted Mobile App Downloads

with Device Targeting

Chick-fil-A is an American quick-service restaurant headquartered in Atlanta, Georgia. Known for their chicken sandwiches, they have more than 2,000 locations nationwide.

## CHALLENGE

Chick-fil-A, working closely with email agency of record BrightWave, sought new ways to drive downloads for their new Chick-fil-A One app while providing a relevant and engaging experience—but they were faced with a few challenges. The team didn't have readily available data on which customers had already downloaded the original version of the Chick-fil-A app or which device they were using to view the campaign. And since this was the first campaign of its kind for Chick-fil-A, they needed a way to test creative.

Thanks to device-targeting, customers had an **easy, low-barrier solution** to connect with Chick-fil-A.”

## SOLUTION

With Movable Ink's Mobile Device Targeter and BrightWave's strategic guidance, Chick-fil-A delivered an email that automatically detected the type of device each customer was using, in addition to download status. And thanks to Movable Ink's **real-time testing** and the BrightWave team's know how, the Chick-fil-A team could send two types of creative to a subset of subscribers and automatically send the higher performer of that test to the rest of their subscribers.

## RESULTS

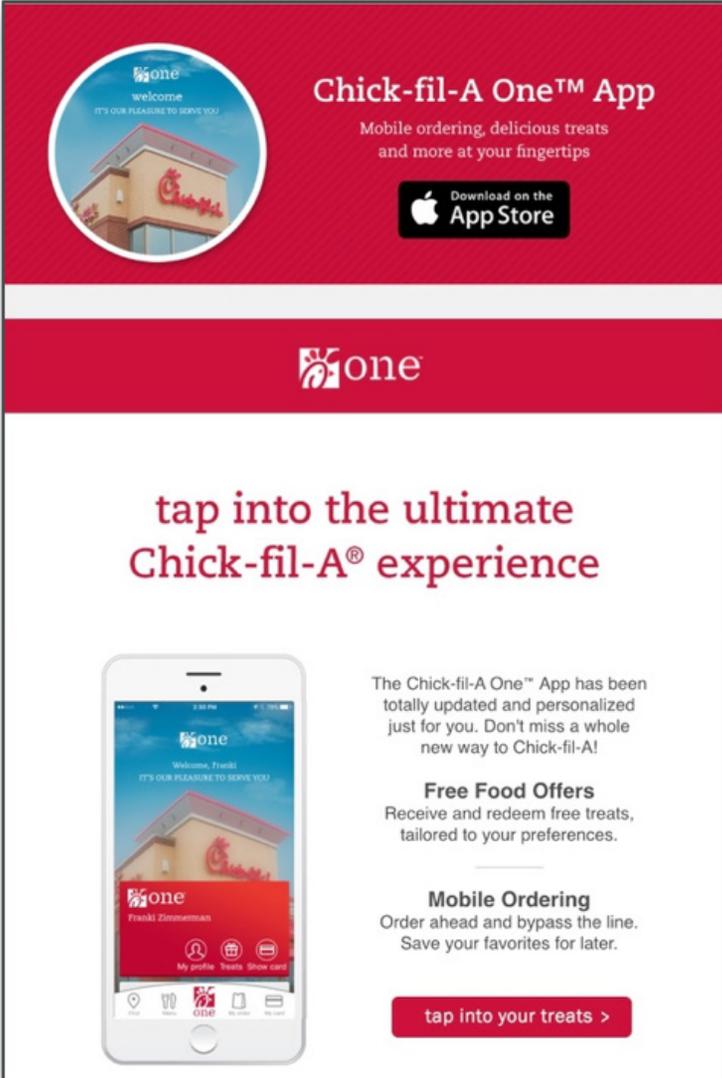
In addition to support from other channels, the user-friendly, device-targeted emails from Movable Ink and BrightWave helped put Chick-fil-A One in the #1 spot in the iTunes Store. Because they used real-time testing, the team no longer needed to test creative in multiple deployments. As a result, the team **saved valuable time**, streamlining the email production process.

**#1** in the  
iTunes store

**Streamlined  
Email Workflow**

“Movable Ink keeps our company on the **cutting-edge of technology** as it relates to email.”

## EMAIL SAMPLE



The email sample features a red header with a circular image of a Chick-fil-A One store and the text: "Chick-fil-A One™ App", "Mobile ordering, delicious treats and more at your fingertips", and a "Download on the App Store" button. Below the header is a white section with the Chick-fil-A One logo, the headline "tap into the ultimate Chick-fil-A® experience", and a smartphone displaying the app interface. To the right of the phone, text reads: "The Chick-fil-A One™ App has been totally updated and personalized just for you. Don't miss a whole new way to Chick-fil-A!", "Free Food Offers", "Receive and redeem free treats, tailored to your preferences.", "Mobile Ordering", "Order ahead and bypass the line. Save your favorites for later.", and a red button that says "tap into your treats >".