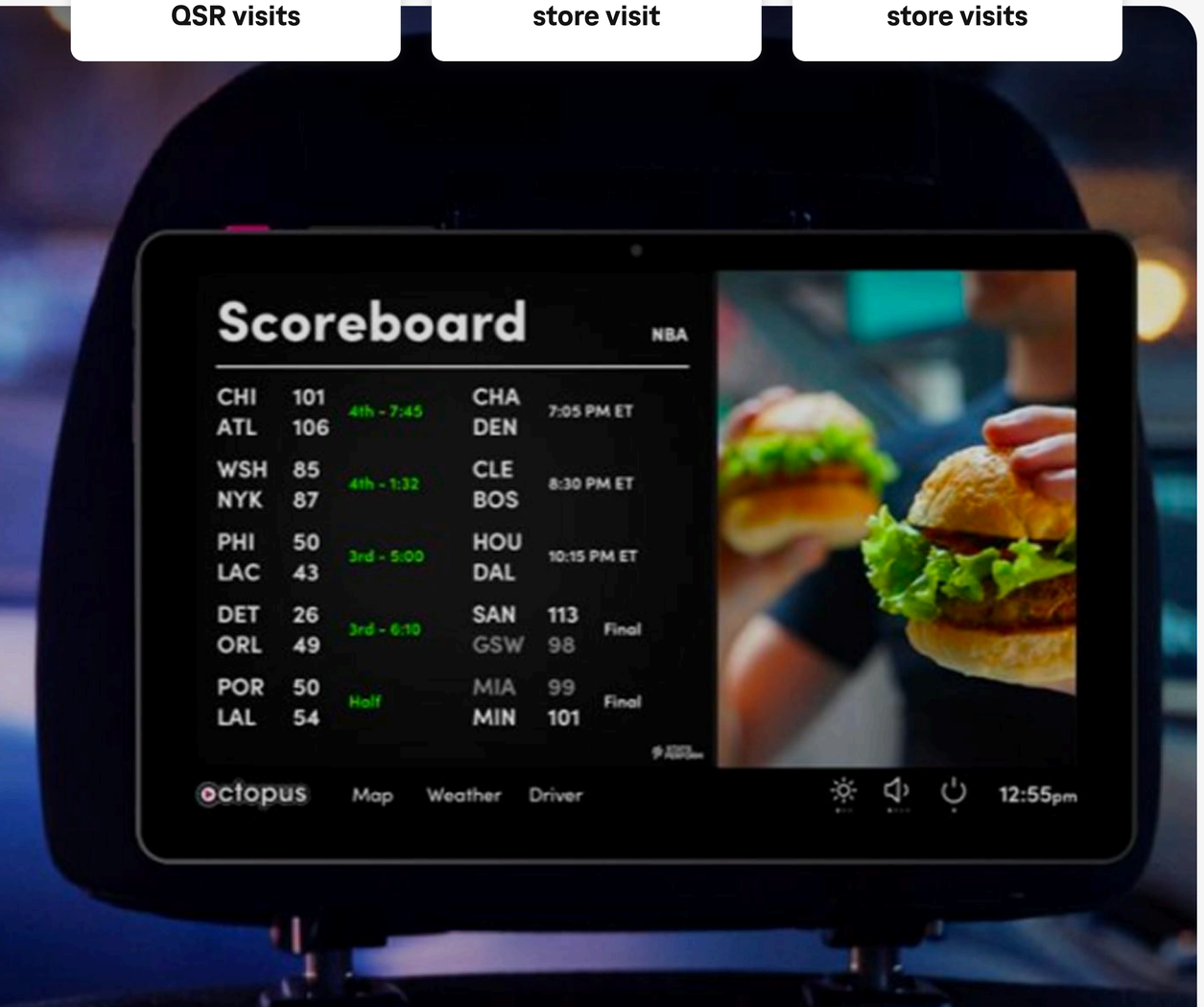
McDonald’s drives incremental visits using Rideshare Advertising

+32.6%
Lift in QSR visits

$.23
Cost per incremental store visit

936K
Incremental store visits



Challenge

McDonald’s partnered with T-Mobile Advertising Solutions to drive restaurant visits in support of their new flavor platform. The campaign aimed to reach a broad national audience and drive visitation during the promotional period.

Solution

T-Mobile executed a national Rideshare Advertising campaign featuring a custom-branded scoreboard unit with live NBA scores.

Additionally, engaging video ads with 100% viewability and a 100% completion rate were served to leaned-in riders across the platform.

Results

The campaign delivered approximately 27.5 million impressions across 95% of the 210 Nielsen DMAs, with a cost per completed view of $.01.

The outcomes exceeded expectations:

- **+32.6% Lift in QSR visits**
- **$.23 Cost per incremental store visit**
- **936K Incremental store visits**

T-Mobile Advertising Solutions partnered with InMarket for additional insights, including which age groups were most likely to visit the McDonald’s location after seeing the ad, which markets saw the highest lift in incremental visits, and which days of the week were most impactful.

Ready to learn more?

Connect with our team to explore our solutions and how to best serve your goals.

Get started now