At a Glance:
Taco Bell planned a big marketing push for its new mobile ordering app on owned social channels, but wanted to extend reach to greater millennial audiences. Using NetBase Audience 3D, the company built an audience of fans and identified key indicators of people most likely to install and order through the app. Taco Bell used these insights to develop a campaign based on emotional and behavioral targeting, which led to:

- 4x extended reach
- 2.5x higher retweet rate
- 20% higher purchase rate

Introduction: Launching An App for Passionate Fans
Taco Bell recently launched a mobile ordering app that allowed users to order from many of the company’s 6,000 U.S. stores directly from their phone. Designed for convenience and customization, the app let customers order ahead, add or remove menu items, and see exclusive offers and announcements. Clearly, it was a must-have for Taco Bell’s passionate customer base.

Challenge: Hitting the Right Target
Taco Bell planned a high-profile marketing push to promote its app. The company was laser-focused on driving awareness by pointing followers on every social channel to download the app. But the company also wanted to extend its reach beyond current followers to greater millennial audiences. They needed to identify and reach those users who would be most likely to install and ultimately place orders in the app.
Solution: Discovering What Millions of Unique People Love
Taco Bell’s Customer Insights and Digital Marketing teams used NetBase Audience 3D to identify an audience of over 3.5 million people who had talked positively about the company and its menu over the last three years. Then, they created 90 unique micro-segments based on people saying they love, want, crave, need, and eat Taco Bell. With this core audience built on key indicators, Taco Bell could execute on precise emotional and behavioral targeting.

"As one of the first brands to test NetBase’s Audience 3D for our Mobile App launch, we’ve found that we could engage with our consumers on a deeper, more human level that further drives them to be brand champions.

- Mihir Minawala, Manager of Social, Industry & Competitive Intelligence, Taco Bell"

Results: Targeting By Passion Catches Consumer Attention
The Taco Bell app launch was a resounding win, with more than 3.7 million downloads. Audience 3D insights and campaign targeting helped Taco Bell successfully:

- Extend reach by 4x that of Taco Bell Twitter followers
- Drive average engagement rate into double digits
- Achieve more valuable engagements, including 2.5x higher Retweet rate than other Twitter audiences

Beyond app downloads, Taco Bell sales are feeling the campaign success, too. Users that download the app are over 20% more likely to purchase from Taco Bell, and customers using the app spend more than $10 on average per order.