

# McDonald's: Research

How McDonald's launched All Day Breakfast and reversed 14 quarters of decline

## overview

McDonald's had a great campaign idea — one that would have a lasting impact on the company's revenue. McDonald's wanted to introduce a new way for customers to enjoy their famous breakfast items all day long.

## challenge

Changing the supply chains associated with its brick-and-mortar locations wasn't something leadership was willing to do without hard numbers. McDonald's needed data to back up their All Day Breakfast idea.

## solutions

- ✔ Using Sprinklr's powerful listening capabilities, McDonald's combed through thousands of customers' digital conversations — all the way back to 2008 — to gather evidence of interest in breakfast.
- ✔ Sprinklr's publishing capabilities enabled McDonald's to launch All Day Breakfast and engage with individuals who mention All Day Breakfast, all the way back to 2008.
- ✔ With Sprinklr Visual Insights, McDonald's can analyze and aggregate photographic 'mentions' that otherwise would be impossible to track.

"Sprinklr helps us delineate where we see the most opportunity and which customers we need to prioritize based on their need or their history with us — quickly."

**paul matson**

DIRECTOR, CUSTOMER EXPERIENCE & SOCIAL ENGAGEMENT, MCDONALD'S



## results



#AllDayBreakfast was a global trend on launch day with no paid media.



12,000 tweets to McDonald's customers during one-month pre-launch of #AllDayBreakfast.



Reversed 14 consecutive quarters of decline.



Visits to McDonald's brick-and-mortars around the country increased by 9% within the first two weeks of the campaign.



Earnings grew to \$1.3 billion, or \$1.40 a share, a 23% increase from the same period a year ago.\*

\*Source NYT: [https://www.nytimes.com/2015/10/23/business/mcdonalds-posts-gains-in-same-store-sales.html?\\_r=1](https://www.nytimes.com/2015/10/23/business/mcdonalds-posts-gains-in-same-store-sales.html?_r=1)