

## ANALYTICS CASE STUDY

# MCDONALD'S HONG KONG

## TURNING INSIGHTS INTO ORDERS



### CHANGING HABITS AND BIGGER APPETITES

When dining rooms emptied and app downloads increased, McDonald's Hong Kong saw an opportunity to meet customers where they were, on their phones. But serving up tasty moments at home meant rethinking the path to purchase.

The team needed to understand how customers were engaging with the app, what was working, and how to serve up more of what users craved, all without months of manual analysis.

### SERVING STRATEGY WITH A SIDE OF DATA

McDonald's Hong Kong used Google Analytics 4 to collect real-time ecommerce insights and better understand in-app user behavior.

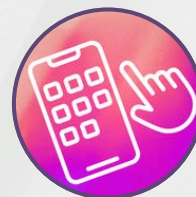
They activated predictive audiences, starting with "likely 7-day purchasers", to anticipate future customer actions using automatically refreshing data. With Google Ads App Campaigns for Engagement, they tailored creative and messaging to key app segments, sweetening strategy across platforms.

### AT A GLANCE

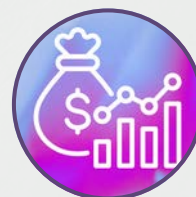
#### CHALLENGES

- Shift in customer behavior toward in-app ordering
- Need to optimize mobile experience
- Wanted to predict and personalize user behavior

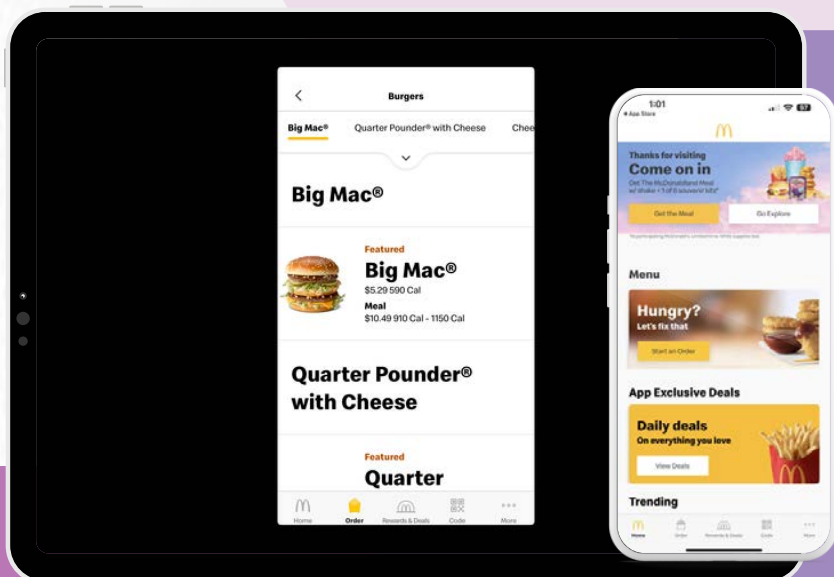
#### BENEFITS



550%  
INCREASE  
in in-app  
conversions



560%  
INCREASE  
in revenue  
growth from  
key segment



Google Analytics 4's machine learning capabilities allow us to transform our digital advertising strategy

## CRUNCHING NUMBERS, SERVING RESULTS

The “likely 7-day purchasers” segment became a sticky performer. With personalized messaging and predictive targeting, McDonald's Hong Kong saw a **550% increase in conversions**, a **560% jump in revenue**, and a **63% drop in cost-per-action**, all within two months.

As Kai Tsang, Senior Director of Digital Customer Experience, put it, “Google Analytics 4's machine learning capabilities allow us to transform our digital advertising strategy efficiently and effectively.” Turns out, when the data's hot and the targeting's just right, the orders come supersized.

## LESSONS SERVED HOT

A little machine learning goes a long way, and McDonald's proved it. With GA4 and predictive insights, they cooked up personalized strategies that drove serious results and served conversions on a silver platter. So the real question is: **what could your team serve up with smarter data and the right tools in place?**

## MAKE DATA YOUR SECRET SAUCE

AUTOMATION, AI, AND  
ACTIONABLE DATA  
TOGETHER AT LAST.

Predictive insights, personalized strategy, and conversions worth craving? That's what GA4 served McDonald's.

Let cyberlicious® help you plate up smarter campaigns and tastier results for your business with sweet data strategy.

CONSULT & ADD  
DATA FLAVOR

\* McDonald's Hong Kong uses Google Analytics 4 to increase in-app orders by 550%