

Rokt drives 600% conversion rate for food delivery service

THE OPPORTUNITY

A leading online and mobile food ordering company, wanted to increase the conversion rate on the Rokt platform among its heaviest users.

ROKT SOLUTIONS

Rokt designed a campaign at a higher bid, intended to improve share of voice among the food delivery service brand's most active users and drive conversions. Rokt conducted a six-week test by placing creative on partner sites that offered the best opportunity to connect with this key demographic.

THE RESULTS

600%

Conversion
Rate

40%

Increase in ROI

46%

Rise in
SOV

“Rokt came to us and suggested we can do better if some adjustments were made to our campaign. They showed their smarts with a test that performed well beyond our most optimistic expectations.”

-Brand Marketing Manager