

TESTIMONIAL Grubhub



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We obviously did paid search on top of organic search but we also started to do things like outdoor advertising...For Grubhub 50% of its orders were placed between 6 and 8 pm, and what's everyone doing before that? They're on their way home. They're either in their car or their on public transit. So we figured out pretty early on that if you bought public transit ads you would get a pretty good response, but then it was built in public retargeting, because every time they went home they'd get reminded that they used this thing. Every time someone placed their first online order we would survey people asking how they heard about us and we'd be able to build a cost per acquisition off of outdoor. And it turned out the cost of acquisition was incredibly low and the lifetime value of those customers was higher than organic users.

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Source: [Billboard Insider](#)

Media Mix

Static Billboards Digital Urban Panels
Commuter Rail Subway
Bike Share Bus
Shelters Station Domination

Markets

Washington D.C
NYC
Boston
LA
Miami
Chicago

Objective

Grubhub wanted to generate brand awareness for its food delivery app.

Rationale

Out-of-home was used for large scale brand recognition in conjunction with a varied media mix. The mix of billboards and transit allowed Grubhub to influence busy, hungry, commuters.