

CASE STUDY

McDonald's, Admerasia & Odeeo: Proving In-App Audio Drives Growth

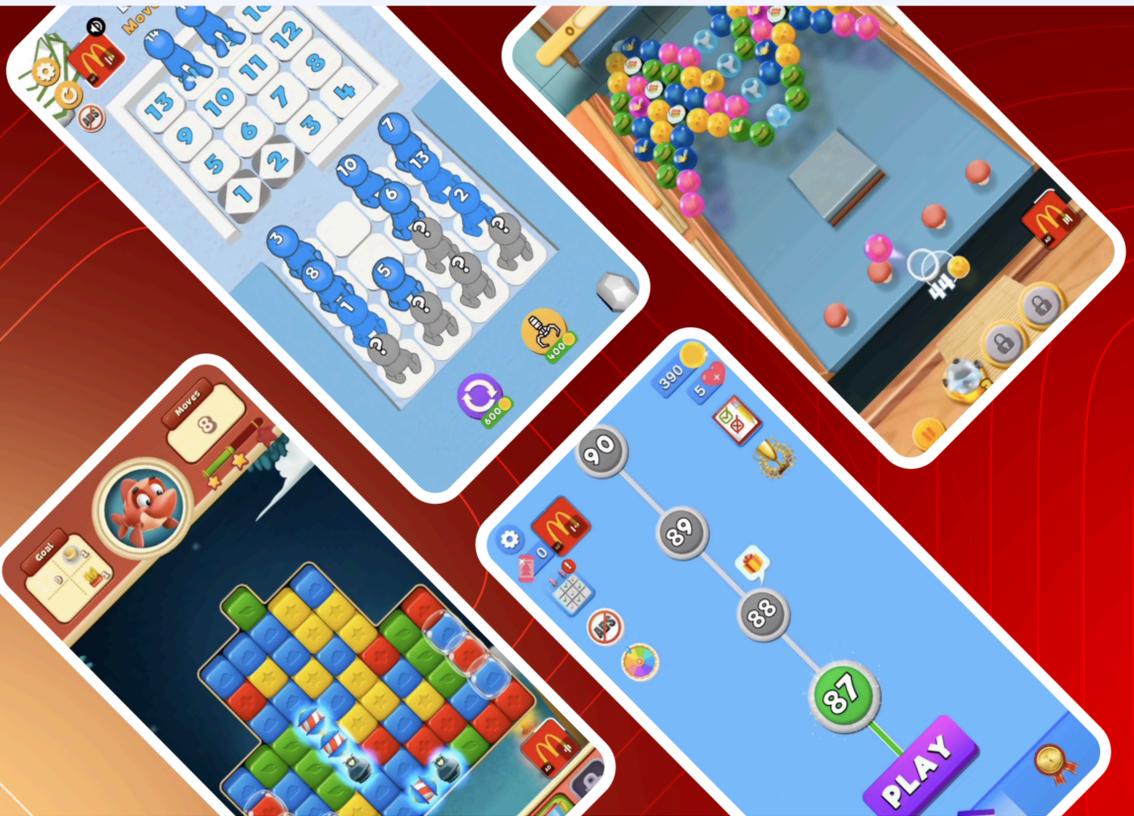
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McDonald's and Admerasia teamed up with Odeeo to reach Asian American consumers (ACM) in their everyday mobile moments.

Using in-app audio, the campaign connected in a seamless, brand-safe way, and the results spoke for themselves: +50% installs and +50% registrations, independently verified by Claritas.



Challenge



Solution

McDonald's wanted to show that "value" means more than price. The task: connect with ACM audiences through the McValue message and turn that relevance into real app performance installs, registrations, and orders. The approach needed to be mobile-first, brand-safe, and prove true incremental impact.

Together with Admerasia, Odeeo brought McDonald's message to life inside top mobile apps. The audio spots fit naturally into user sessions, making them heard but never disruptive. Claritas independently measured outcomes, including a 30-day lookback for accuracy.

The Results

The campaign reached a balanced audience (54% male / 46% female), with strong attention (LTR 90.37%) and engagement (CTR 3.13%). That attention converted into business results:

+15%
incremental orders

+50% lift
In app installs

+50% lift
in registrations



Takeaway

By fitting naturally into mobile sessions, the campaign reached ACM audiences without disruption. Performance goals, installs, registrations, and orders stayed at the center, with Claritas confirming real incremental lift.

And through close collaboration between Odeeo and Admerasia, the strategy translated attention into measurable business results at scale.

Unlock the power of in-app advertising

Odeeo's in-app advertising platform helps leading brands unlock new performance by tapping into our premium in-app mobile users.

With premium, brand-safe inventory delivering ads that perform and resonate, partners are able to increase performance across all metrics.