KFC MEXICO CASE STUDY

APPFLIX x KFC
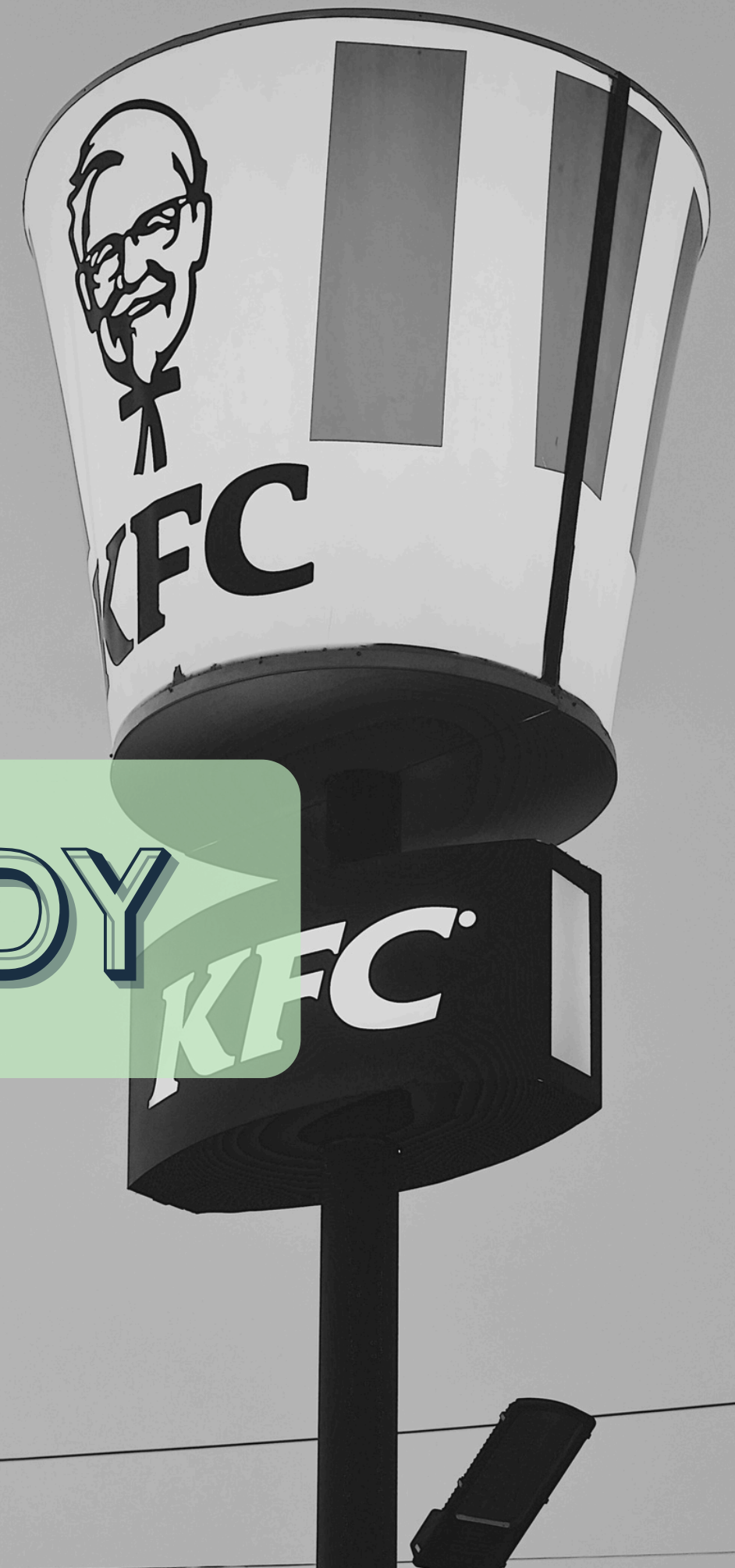
APPFLIX &
CLIENT HANDSHAKE

AppFlix is a **performance-focused mobile user acquisition network specializing in CPA-based app growth**, with strong expertise in **in-app traffic, event-level optimization, and fraud-controlled scaling.**

KFC Mexico is one of the most recognized **Quick Service Restaurant (QSR)** brands in the country, with a strong focus on **driving mobile app–based food orders** to support **customer acquisition and repeat purchases.**

The client partnered with **AppFlix** to acquire **high-intent users, focusing on first-time app orders and repeat purchases**—while **optimizing the funnel from click to order and scaling efficiently in a competitive QSR market.**

THE CHALLENGE

1
COMPETITIVE QSR LANDSCAPE

- Competing with major QSR brands **(McDonald's, Domino's, Burger King)**
- Heavy competition driving **higher CPI and CPA pressure**

2
HIGH PRICE & OFFER SENSITIVITY

- Users highly driven by **discounts and offers**
- Any mismatch between **creatives and actual offers** could lead to immediate **drop-offs and wasted spend.**

3
PEAK-HOUR COST PRESSURE

- **CPI and CPA** spiked during lunch and dinner hours
- Needed **cost control** without **sacrificing order volume**

4
LIMITED CLICKS, HIGH EFFICIENCY REQUIRED

- Strict control on **click volumes**
- Required **strong Click → Install and Click → Order** ratios

5
FUNNEL DROP-OFFS & AOV PROTECTION

- Drop-offs across **Install → Login → Order**
- Maintaining **Average Order Value (AOV)**
- **Avoiding low-quality installs** that never **converted**

STRATEGY & SOLUTION

1 GEO-FOCUSED STRATEGY

- **Excluded low-performing states and cities** based on client inputs and performance insights

- Redirected spend toward regions with **stronger store coverage and higher order intent**

- **Improved CPA efficiency** by eliminating low-intent demand

2 CREATIVE STRATEGY

- Used only client-approved creatives with active offers to **maintain trust and ensure accurate promotions.**

- **Activated day-specific promotions** (e.g., Kemiercoles) only during designated windows

- Drove **higher click-to-order intent and stronger conversions** on promotional days

3 AUDIENCE TARGETING STRATEGY

- **Targeted users** with prior food delivery and QSR app engagement

- Applied device- and OS-level filtering to **improve order completion rates**

- Strengthened both **first-time purchase quality and repeat order potential**

4 CLICK & TRAFFIC CONTROL

- **Blocked** sub-IDs delivering blank clicks or installs without post-install events

- **Optimized traffic sources** based on install-to-order performance

- Ensured only **conversion-capable traffic remained active**

KPI IMPROVEMENTS

The campaign was optimized for **First-Time Purchase (Primary Event)** and **Repeat Orders (Secondary Event).**

Improved Click → Install rate through offer-aligned creatives

Strong Click → Order ratio under controlled click volumes

Reduced funnel drop-offs from **Install → Login → Order**

Maintained stable **Average Order Value (AOV)**

Improved **repeat order rate** driven by higher-quality first-time users

Minimal fraud maintained through continuous traffic monitoring and sub-ID blocking

Overall, Appflix delivered **efficient CPA performance while scaling order volumes.**

CONCLUSIONS & RESULTS

Metric	Outcome
First-time app orders	Up to 10,000 in one month
Repeat orders	15,000 within the campaign period
Fraud levels	Maintained well below client benchmarks
Click & traffic control	High-quality, tightly controlled volumes
Business impact	Acquisition & retention goals achieved

Final Outcome

AppFlix helped **KFC Mexico** drive **measurable app-led growth by focusing on high-intent users, controlled traffic, and conversion-focused optimization**—resulting in **strong first-time and repeat order volumes under a CPA model.**

The campaign demonstrated **AppFlix's** ability to:

✓ Drive real business outcomes
✓ Control costs in competitive QSR environments
✓ Deliver quality-first growth at scale