



MCDONALD'S MEXICO CASE STUDY

Appflix & Client Handshake



Appflix is a **performance-focused user acquisition** partner specializing in scalable app growth, with a strong focus on traffic quality, efficient CPI delivery, and users with strong purchase intent—not vanity installs.

McDonald's Mexico is one of the **country's leading quick-service** restaurant brands, offering a seamless mobile experience through its app with **ordering, exclusive deals, loyalty rewards, and convenient pickup and delivery options.**

McDonald's Mexico partnered with **Appflix** to **scale high-quality** Android installs and attract users with **strong purchase intent, driving sustainable app growth through efficient CPI acquisition and performance optimization.**

Key Challenges Identified

1

Scaling Quality App Growth

- **Expand** the mobile user base in a highly competitive QSR market
- **Maintain install** scale while improving acquisition efficiency
- **Acquire users** with strong purchase intent

2

Building a High-Intent Conversion Funnel

- **Convert installers** into active customers
- Reduce **low-intent installs** with **limited engagement**
- Build a sustainable journey:

Click → Install → App Engagement → First Purchase

3

Engagement & Traffic Quality

- Compete in an **offer-driven, price-sensitive** market
- Drive **post-install** purchase behavior
- **Focus** on quality traffic and measurable business outcomes

Quality-Focused Growth Strategy

1 High-Intent CPA Structuring

- **Quality-focused CPI** model designed to attract users with strong purchase intent
- **Optimization** aligned with downstream purchase signals
- Growth driven by **efficient, scalable user acquisition**

2 High-Intent, Funnel-Aware Acquisition

- **Targeting focused** on food delivery users, mobile-first shoppers, and deal-oriented audiences
- **Acquisition optimized** toward users with higher likelihood of ordering
- Funnel designed to **maximize app engagement and first-purchase conversions**

3 Performance Optimization & Quality Scaling

- **Creative messaging** highlighted offers, menu variety, and app-exclusive benefits
- **Emphasis** on convenience and seamless ordering experiences
- **Continuous source-level optimization** prioritized users showing stronger purchase behavior

KPI Impact That Actually Mattered



Click → Install rates maintained above **0.5%**, supporting efficient scale



Install → Purchase conversion reached **20%**, driving meaningful customer growth



Improved efficiency by prioritizing high-converting audiences and reducing low-quality traffic



AppsFlyer provided accurate **attribution** and **post-install event tracking**



Traffic sources continuously optimized based on **downstream purchase performance, not install volume**



Results That Go Beyond Installs

Campaign Results

Successfully scaled McDonald's Mexico app acquisition through a quality-focused CPI model

Delivered users with **strong purchase intent and engagement**

Achieved strong **install-to-order conversion performance**

Improved visibility into traffic quality and user value

Business Impact for McDonald's Mexico

- **Built** a scalable mobile growth channel beyond installs
- Improved alignment between **acquisition spend and revenue-driving users**
- **Reduced** low-intent installs by prioritizing high-quality audiences
- **Established** a foundation for sustainable app growth

Why Appflix for QSR & Food Apps

1

Focused on acquiring high-intent users, not just installs



2

Quality-driven CPI execution with post-install optimization



3

Audience and creative strategies centered on orders and customer value



4

Scalable, data-driven growth with continuous traffic quality optimization

