



**McDonald's enhances
the customer experience
with a new era of digital
menu decisioning**



dynamic yield.



Leading global foodservice retailer optimizes ordering experiences across several global markets, including nearly all U.S. restaurants

Summary

In recent years, McDonald's, a leader in the quick service restaurant space, has made significant advancements in technology on its mission to drive a more seamless and memorable customer experience. Under its Accelerating the Arches growth strategy ([Accelerating the Arches](#)), the company has invested in digital, enhancing the McDonald's Global Mobile App with Mobile Order & Pay, indoor and outdoor digital menu boards, and self-order kiosks. A key component that needed further development to create a more seamless customer experience, however, was a layer of personalization.

Execution

Fast-tracking digital transformation with Dynamic Yield

After successfully testing Dynamic Yield's personalization platform in several U.S. restaurants in 2018, McDonald's acquired the company, becoming one of the first global restaurants brands to integrate decision technology into its restaurants. Following the acquisition, Dynamic Yield rolled out its product recommendation technology in more than 12,000 McDonald's Drive Thrus in the U.S. during a quick, six month ramp up.

In the U.S. Drive Thru menu and in-store kiosk displays, McDonald's is able to show relevant menu items based on factors such as time of day, current restaurant traffic, and popularity to help provide an enhanced customer experience. As part of this work, Dynamic Yield collaborates with the McDonald's team to regularly test different user experiences and machine learning algorithms and recommendation strategies. Ultimately, Dynamic Yield built intelligent deep learning-based algorithms specifically for McDonald's based on a unique set of requirements and business needs. These allowed McDonald's to better optimize 'Recommended Items' and 'Suggestive Sell' recommendations across digital menu boards and generate incremental average check.

Now, just a few years later, McDonald's has scaled the deployment of Dynamic Yield in Drive Thrus and in-store kiosks across several global markets, including Australia, Canada, and the United Kingdom. Today, recommendations served on a McDonald's digital screen integrated with Dynamic Yield's technology, whether within the Drive Thru or in-restaurant kiosk – is being A/B tested and regularly optimized against at least one other algorithm. Improving ordering experiences and ushering in a new era of digital engagement for the iconic brand is just the beginning, as McDonald's plans to further scale and integrate Dynamic Yield's capabilities globally.



Dynamic Yield helps enterprise brands quickly deliver and test personalized, optimized, and synchronized digital customer interactions. Marketing, Product, Development, and eCommerce teams from more than 400 global brands are using Dynamic Yield's Experience Optimization platform as the technology layer that works alongside existing CMS, Commerce, or ESP solutions to iterate faster and algorithmically match content, products, and offers to each individual for the acceleration of long-term business value.

Request a Demo

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