



Loyalty at McDonald's: Setting the standard in customer engagement

Enabling global expansion and engagement across millions of customers worldwide.

CASE STUDY ● SESSIONM

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MyMcDonald's Rewards allows us to strengthen our bond with customers by celebrating and recognizing their loyalty. SessionM has been the backbone of our loyalty program, allowing us to scale in key markets globally and enabling us to deliver on easy, seamless, and frictionless experiences for customers.

McDonald's Global Team

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Overview

McDonald's is one of the world's leading food service brands with more than 36,000 restaurants in over 100 countries. Committed to bringing "feel-good moments" to its customers, McDonald's has made MyMcDonald's Rewards a pillar of its engagement strategy – seamlessly integrating it across mobile, drive-thru, counter, and kiosk experiences.

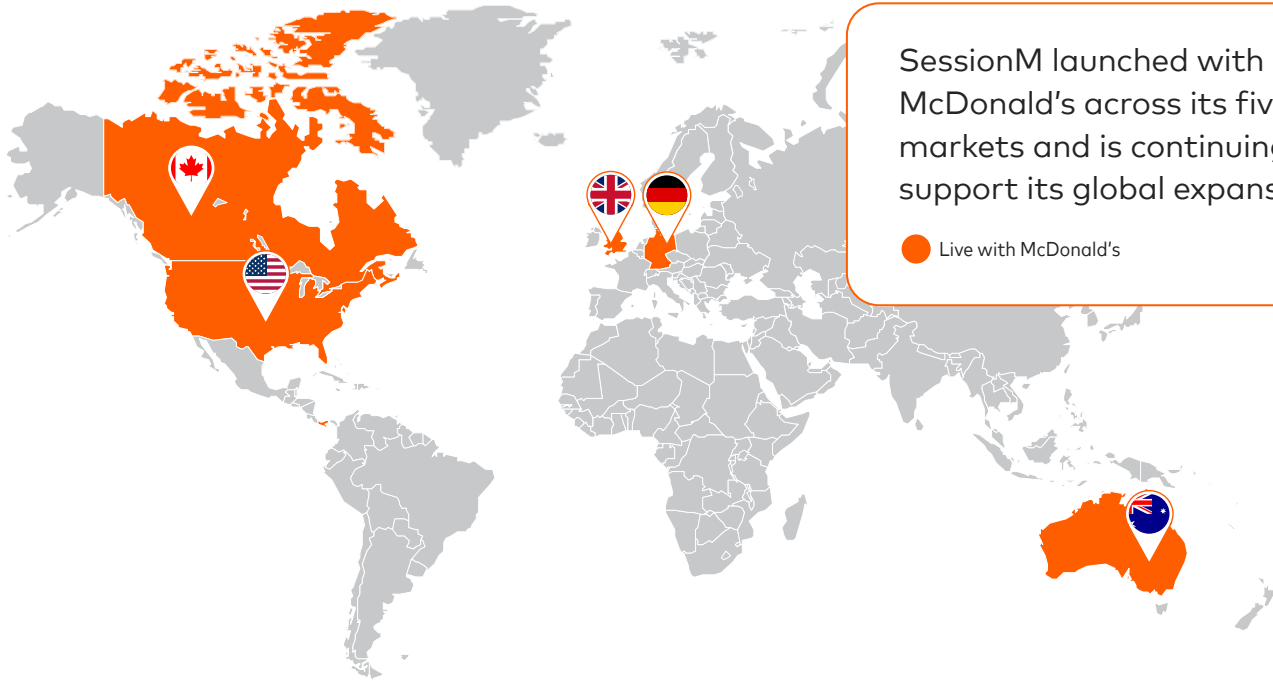
MyMcDonald's Rewards has set the standard for loyalty best practices – not only among quick service restaurants but across the broader loyalty landscape. Since 2021, SessionM has powered MyMcDonald's Rewards, helping McDonald's drive deeper customer engagement and increase frequency at scale.

A strategic partnership

SessionM and McDonald's partnership began in 2018 and is a relationship based in trust and a shared vision for innovation in loyalty. As one of the largest loyalty programs globally – handling over \$30 billion in transactions in 2024 – MyMcDonald's Rewards operates with a complex tech stack across multiple vendors that vary by region.

SessionM has supported McDonald's in launching MyMcDonald's Rewards in key markets and will continue to support over the next several years as their chosen partner. McDonald's also leverages complementary solutions at Mastercard, to further enhance their loyalty program and overall customer engagement.

Mastercard has industry-leading capabilities in loyalty and engagement, including end-to-end services, technology, and the fastest, most secure processing network in the world. Mastercard also acts as a truly global partner for McDonald's, meeting their scale from a security, local, regional, and global perspective.



Results*

+52%

Global loyalty members, YoY

38%

Purchase active loyalty members, 2024

+47%

Global loyalty sales, YoY

+44%

Global loyalty transactions, YoY

+39%

Purchasing users growth, YoY

Scaling globally

SessionM has played a critical role in McDonald's loyalty expansion, supporting launches in five key markets: United States, Canada, Germany, Australia, and the United Kingdom. As McDonald's continues to grow internationally, SessionM's purpose-built capabilities to support multi-brand, multi-country organizations and templated implementation approach allow for cost savings and accelerated speed to market, ensuring a consistent and efficient rollout across regions.

Initially, SessionM played a hands-on role in campaign design and management, working directly with local teams. By providing comprehensive training and resources, local markets gradually transitioned to independently managing their campaigns. SessionM continues to offer ongoing strategic support and subject matter expertise. This approach empowered local markets to determine campaign strategies and execution approaches, while the global team provides oversight.

Program spotlights

- SessionM supported several high-volume campaigns, including a record-breaking "Free Nugget Day," which drove over 1 million mobile orders in a single day.
- SessionM developed custom logic that supported separate points management for corporate and franchisee owned stores, while maintaining a unified customer experience.
- New campaign use cases, such as multi-visit campaigns with channel restrictions, have been developed in partnership with SessionM to support McDonald's evolving loyalty strategy.

Request a demo

SessionM enables marketers to build engaging loyalty programs by offering end-to-end services that range from strategy and design to implementation and optimization.

 sessionm.com

* YoY metrics compare 2023 to 2024.
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