



## Discovery and Re-Engagement with Messenger to Drive 1-to-1 Customer Relationships

Uber Eats wanted to test-drive the impact of using Messenger for acquiring new customers and re-engaging them. To do so, they used click to Messenger ads and a Facebook split test set up on [Smartly.io](#), together with an automated Messenger bot flow built by [BrandBastion](#) to open up direct conversations with their customers and stay top of mind. As a result, Uber Eats was able to continue the conversations with users beyond the first ad impression, driving new orders and higher sales.

**Notes:** A split test was set up using two campaigns: a control campaign using Link ads and the test campaign using click to Messenger ads. Both campaigns had identical creatives, targeting, and budget. The control campaign directed users to the app to redeem a discount coupon, while the Messenger campaign had the coupon delivered in Messenger.

6X

More First Orders with Messenger

Compared to the control campaign

4X

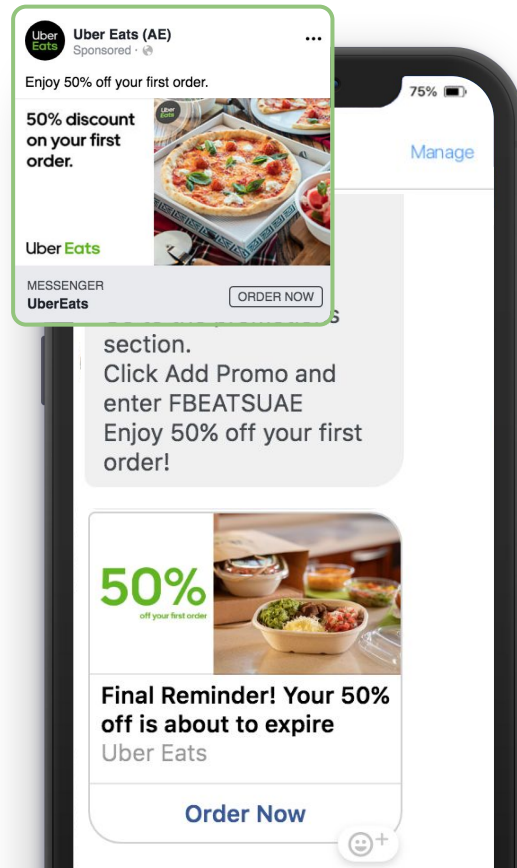
More Purchases with Messenger

Compared to the control campaign

-80%

Decrease in Cost per First Order

Compared to the control campaign



section.  
Click Add Promo and enter FBEATSUAE  
Enjoy 50% off your first order!

50%  
off your first order

Final Reminder! Your 50% off is about to expire  
Uber Eats

Order Now

Type a message...