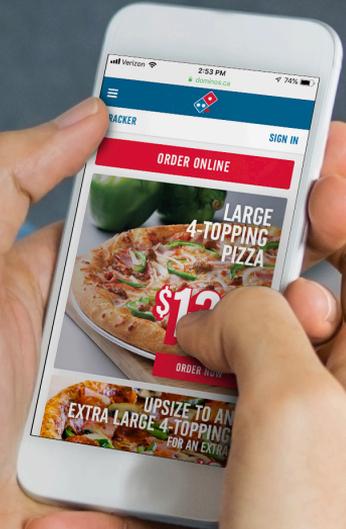


# Establishing eCommerce Dominance



## SUMMARY

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 12,100 stores in over 80 international markets. The first international store opened in Winnipeg, Manitoba, Canada in 1983. Currently, Domino's Pizza Canada (DPC) proudly serves the country with 400 locations from coast to coast.

Since 2008, Bounteous has partnered with DPC, introducing and expanding the company's digital transformation. From its desktop and mobile eCommerce applications to its email and social media marketing campaigns, Domino's can boast the undisputed best-in-category digital offering in Canada.

## SERVICES

**Digital Marketing & Strategy**

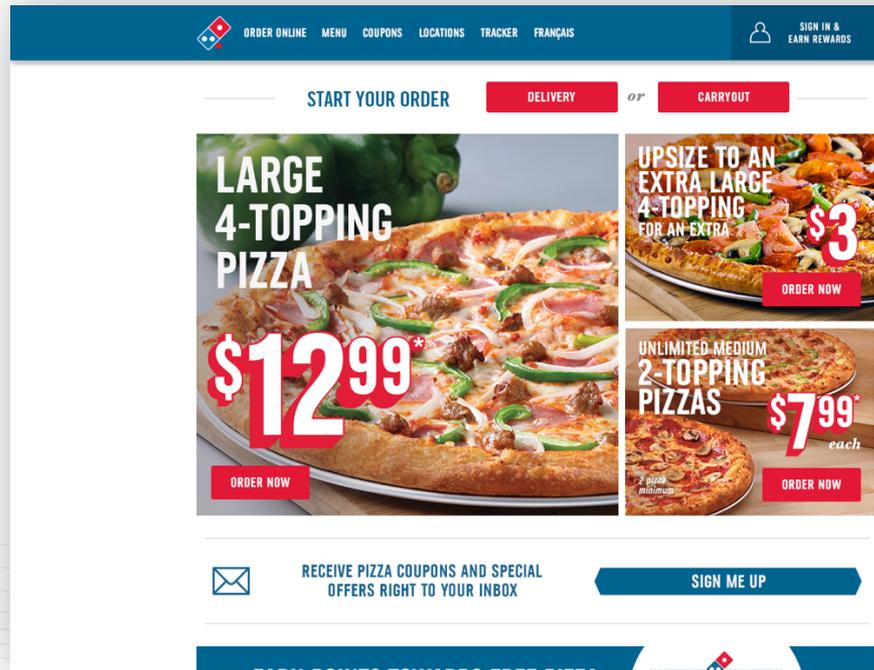
**Web & Mobile Development**

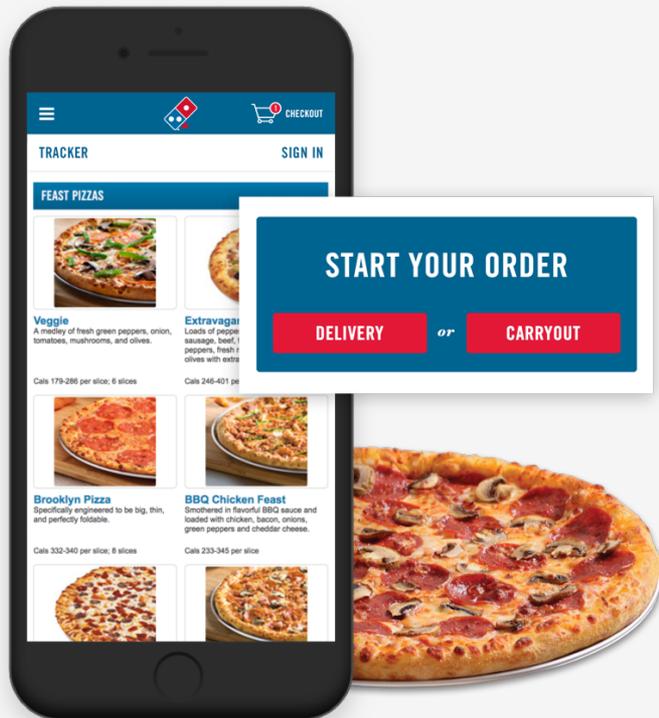
**eCommerce**

**Analytics Implementation**

## CHALLENGE

Traditionally, the pizza business has relied on phone orders and walk-in customers. In Canada, advertising consisted almost exclusively of printed flyers and phone book ads. Not surprisingly, business growth was modest. In order to jumpstart sales growth, DPC recognized the importance of building a world-class digital presence and sought out Bounteous' leadership in this area.



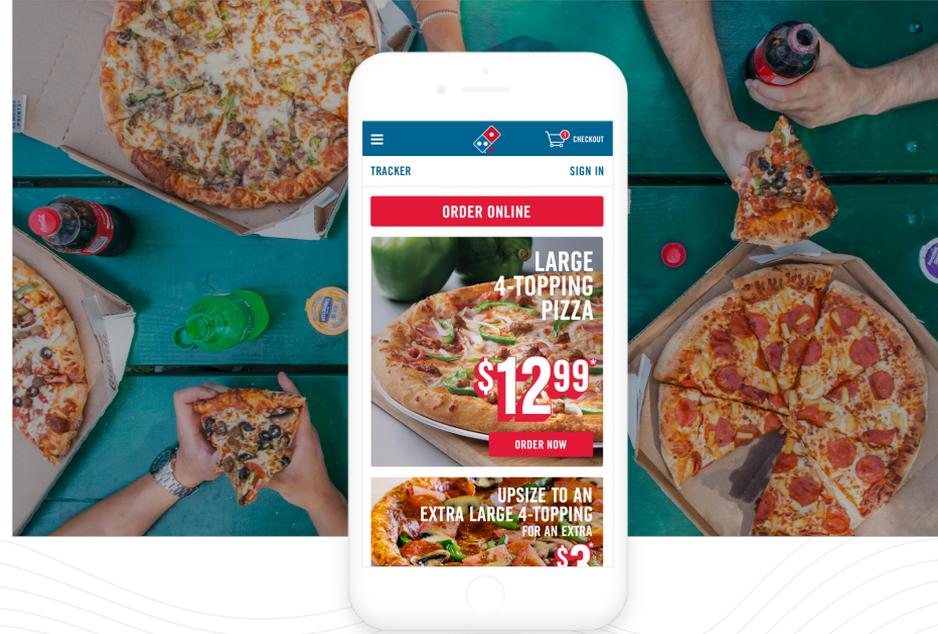


## SOLUTION

Recognizing the growing popularity and success of online ordering for Domino's in the United States, Domino's Canada decided to partner with Bounteous to bring this capability to Canada. In 2008, Bounteous launched DPC's Online Ordering platform (OLO) at [www.dominos.ca](http://www.dominos.ca). In subsequent years, Bounteous has executed against a strategic roadmap of eCommerce feature and platform expansion. Bounteous designed, developed and continues to support DPC's responsive desktop/mobile website, iOS and Android mobile apps, and customer data warehouse. In addition, Bounteous has helped drive engagement and acquisition of customers through email and digital marketing initiatives.

## RESULTS

With the help of its eCommerce platform, Domino's recently became Canada's #2 pizza company. From \$0 of online revenue prior to the launch of OLO in 2008 to today, where Domino's considers itself "an e-commerce company that sells pizza," DPC's digital strategy has been a major driver of the company's impressive business success.



“

Bounteous isn't just a trusted partner; they're  
an integral part of our leadership team.

---

**Jeff Kacmarek**

*Vice President of Marketing & New Product Development,  
Domino's Pizza of Canada Director, Strategic Insights*

# Contact Us

Phone: 877.220.5862

Email: [getinfo@bounteous.com](mailto:getinfo@bounteous.com)