

# How McDonald's Uses Innovation Tracking to Get Smarter Over Time



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 Dig Insights



# The minds behind the mission



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**The McDonald's menu is well-loved for its predictability.**



**But McDonald's isn't exactly  
resting on their laurels**





# SHOWDOWN



MENU



THE  
GRINCH  
MEAL

Our Pickle  
Seasoning  
Assassination  
comes with  
a touch  
of French









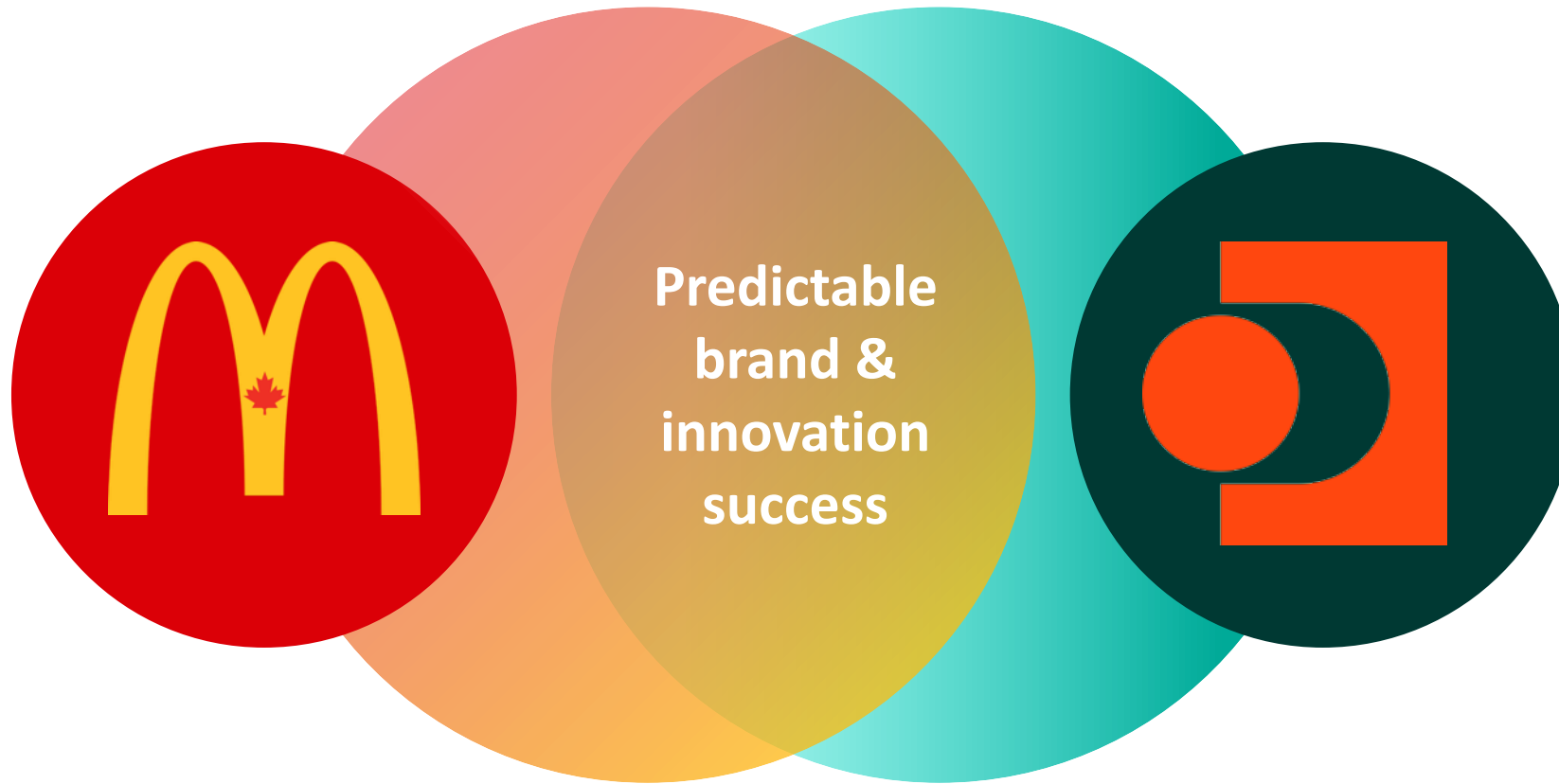
**GRIMACE<sup>TM</sup>**  
**SHAKE**





A  
**MINECRAFT**  
MOVIE  
**MEAL**





Dig Insights is McDonald's  
strategic insights partner

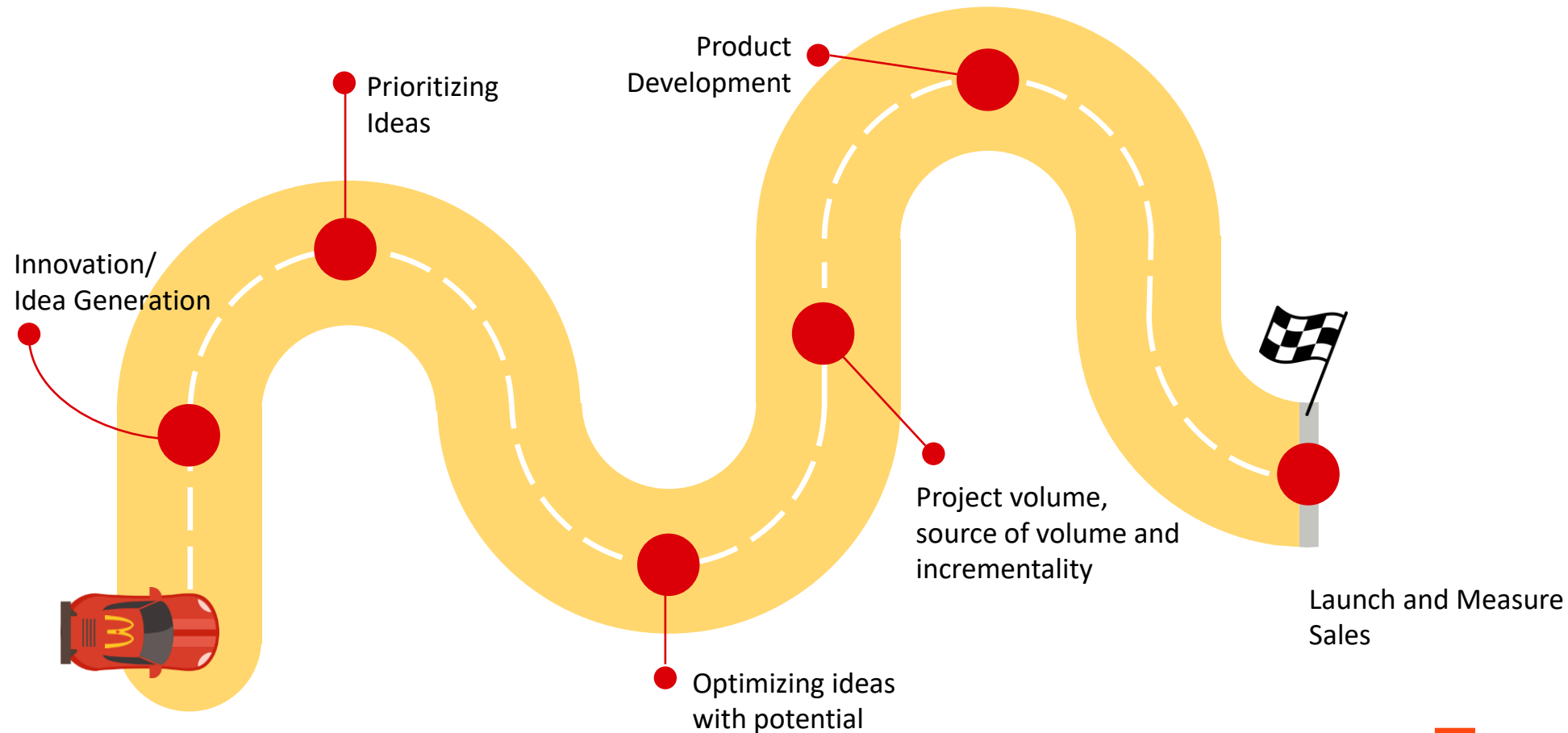


Innovation is any change that shifts decisions in your favor.

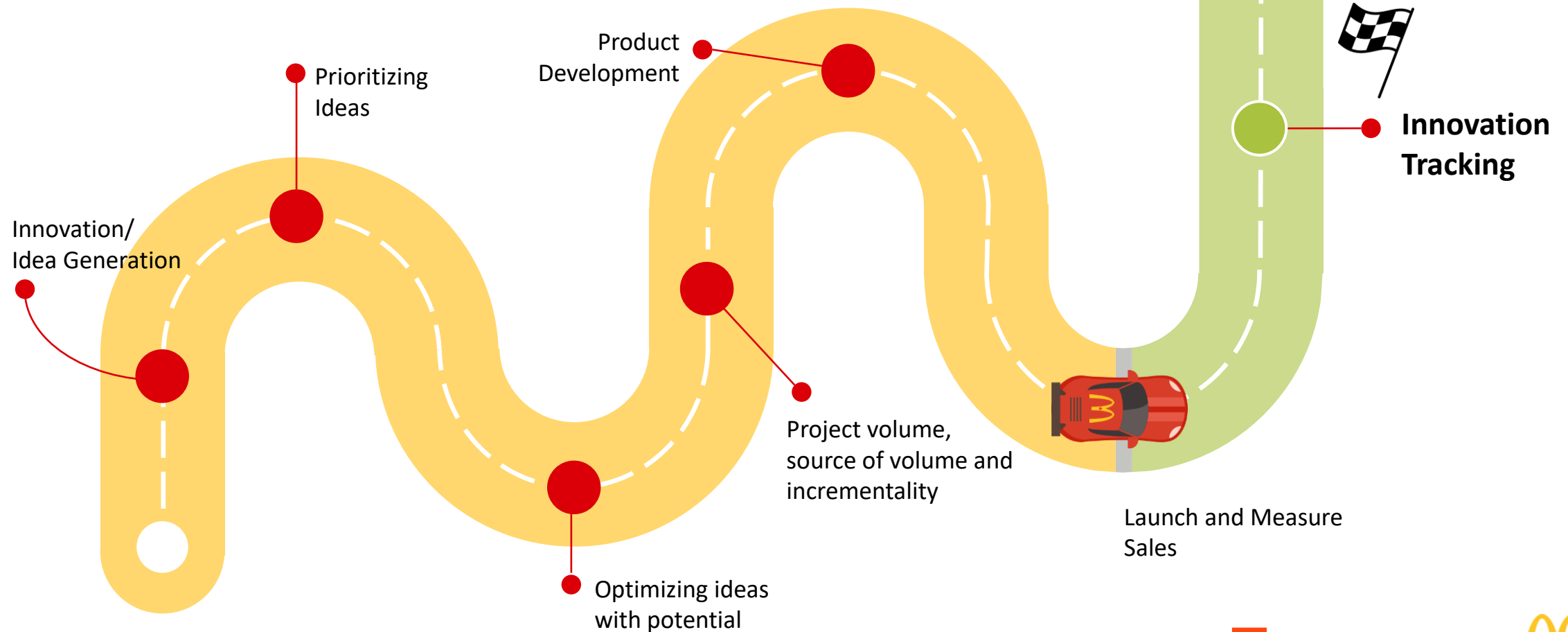


We help you understand, shape,  
and predict consumer decisions.

# The innovation journey shouldn't end at launch...

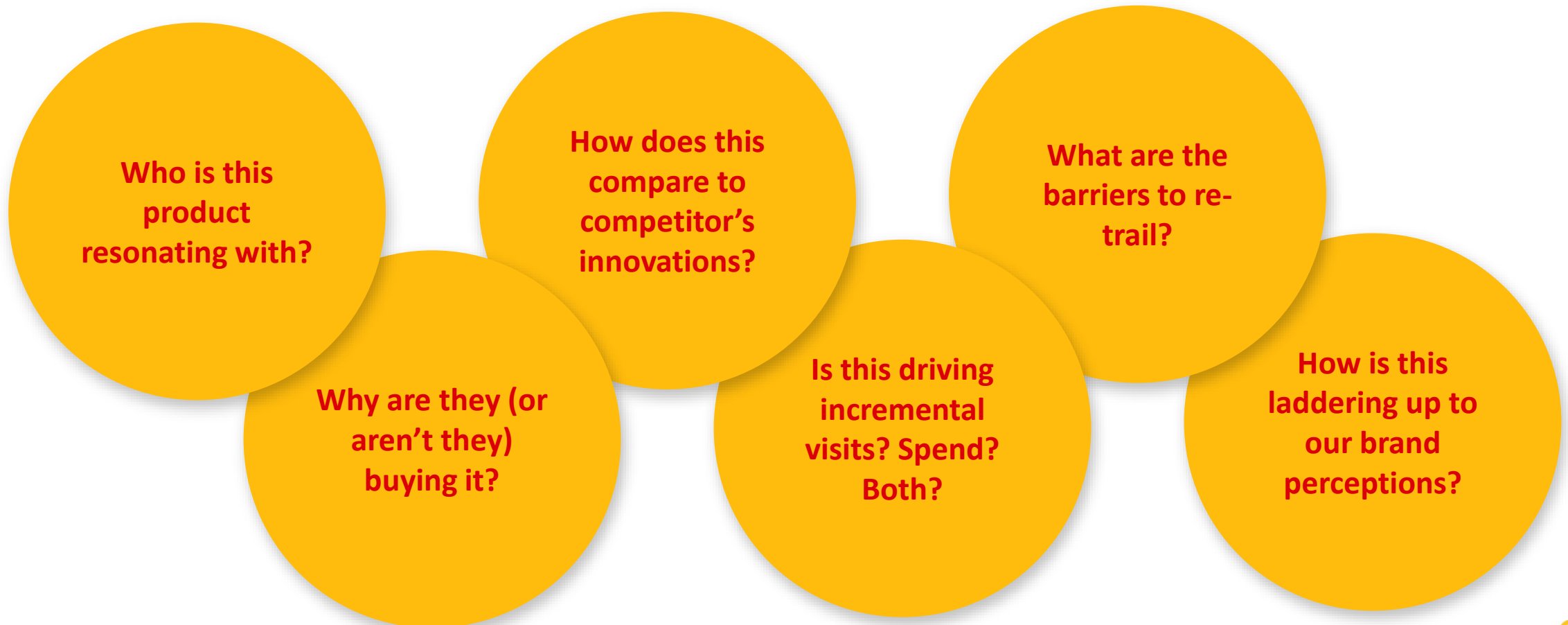


# The innovation journey shouldn't end at launch...





# We wanted to be able to understand the impact of innovation efforts at a granular level



# To inform all internal stakeholders and **innovate more effectively**

Senior Leadership

Marketing

Strategy



Supply Chain

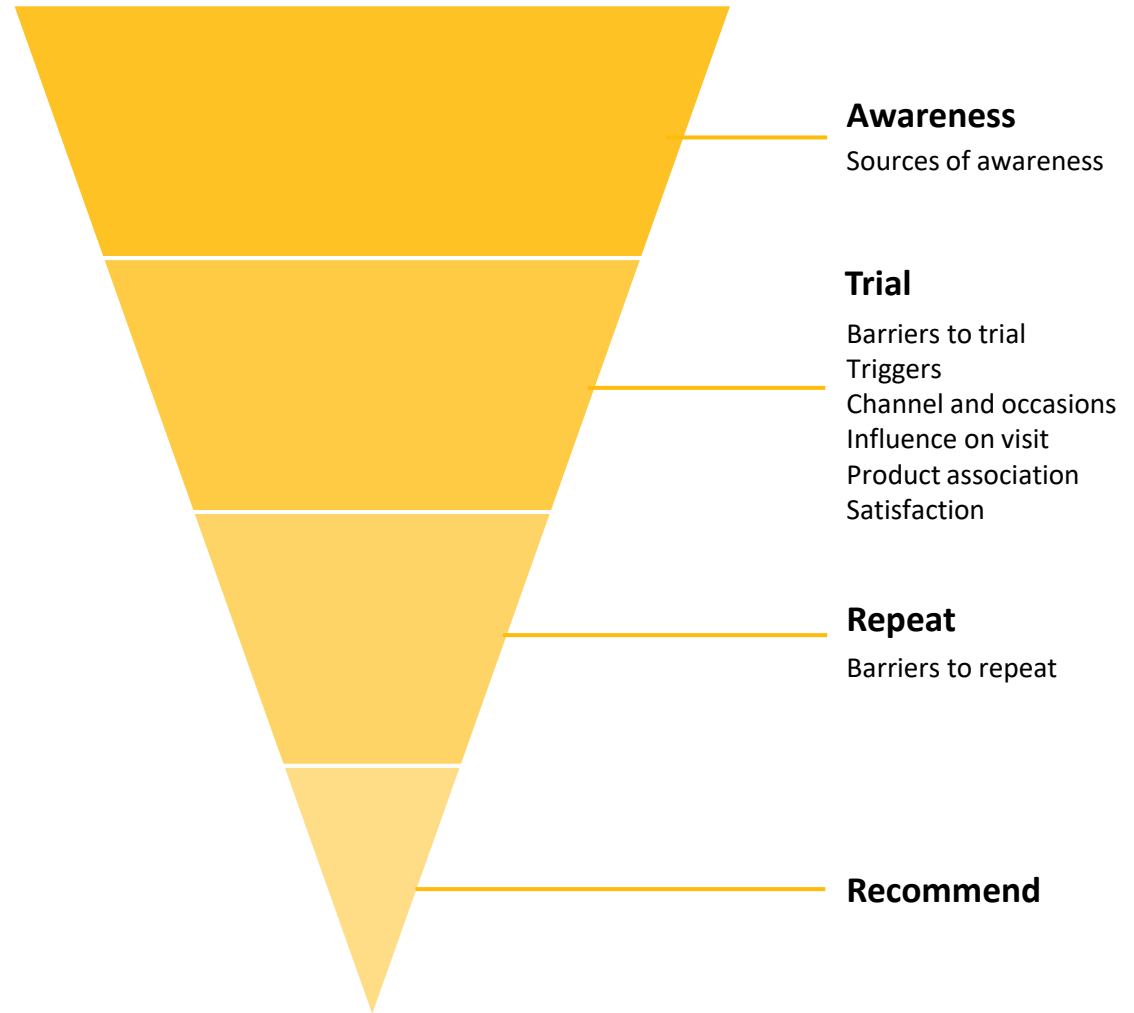
Operations

Franchises

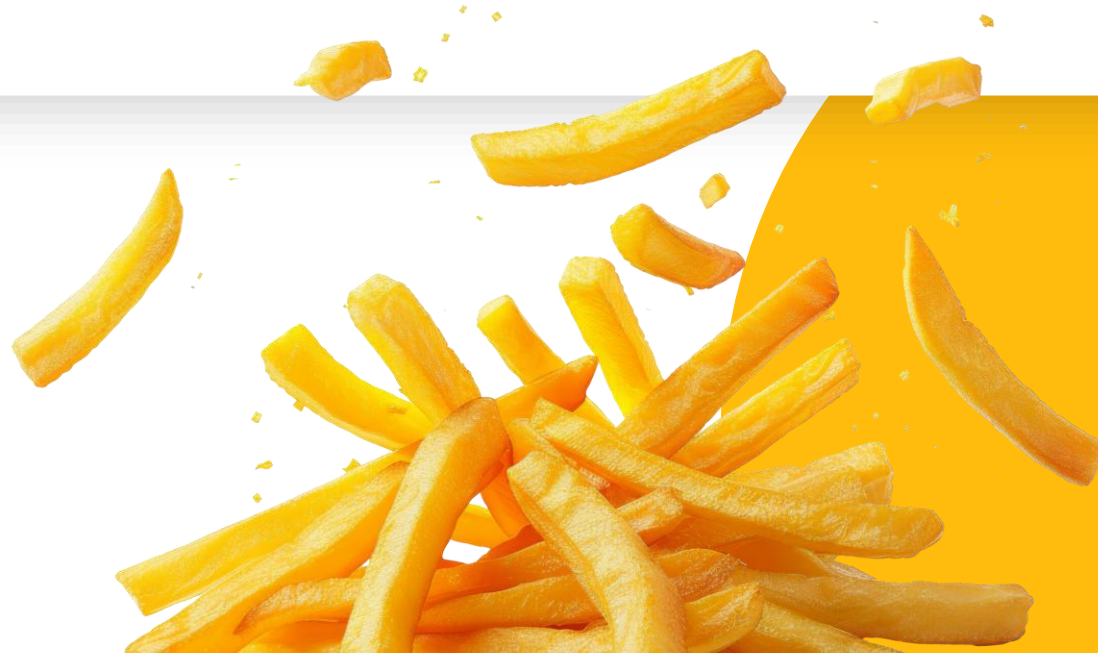
What does the  
innovation tracker  
actually capture?





# What does the innovation tracker actually capture?



“while we had the information we needed, we wanted it to be tech-enabled and always-on to drive true customer understanding.”




# Today's always-on innovation tracker

 Innovation Tracker [Logout](#)


## McDonald's Innovation Tracking Dashboard

Explore Each View in Detail – Click to Dive In!




### Items List

Access a complete list of items tracked in the NPPT, covering past, present, and future items. This list includes essential details such as dates, regions, and specific notes regarding comparability.




### Total View

Gain insights into the purchase funnel, incrementality, and customer satisfaction across all items tracked within the NPPT. This comprehensive overview allows for a deeper understanding of overall performance.




### Comparative

Select up to five items to compare specifically across the purchase funnel. This feature enables focused analysis on how different items perform in relation to one another.



### Head To Head

Conduct a detailed comparison of one item against a benchmark item across all NPPT metrics. For optimal results, it is recommended to compare items within the (Initiative, item) whe

 This domain has edits [Edit](#)



# Optimize the success of a long-term program

# SUMMER DRINK DAYS



Example

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# Understand incrementality of promotions



# Where McDonald's might take this

**Expand tracker**  
to different regions

**Triangulate media spend**  
with awareness to understand  
optimal marketing goals

**Add AI**

component to existing  
dashboard

**Meta analyses**

to get a holistic understanding of  
'great innovation'

# The [Mc]Value of an Innovation Tracking Program

Ensure real-time relevancy

Measure leading metrics

Optimize in-market sales

Unlock competitive insights

Deepen consumer understanding

Continuously improve recurring promotions





# Thank you



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# Thank you

Enjoy your nuggets,  
come see us at booth #502!



**Dig Insights**

