

Chipotle Treats Customers to New Omnichannel Tricks



Chipotle Mexican Grill, Inc. is cultivating a better world by serving responsibly sourced, classically cooked food without artificial colors, flavors, or preservatives.

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“Fans loved that Boorito was gamified. This fresh take on our most beloved campaign of the year created a sense of urgency that made our content more shareable across the digital and social channels today’s customers use most. And with a seamless integration between mobile and email interactions, our marketing team saw just how well omnichannel offers can drive purchases when they work together.”

Chelsea Meissner

*Targeted Marketing Manager
at Chipotle.*

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A spooky situation

Chipotle’s Boorito celebration has been a beloved annual event for twenty years. When thousands of fans started asking if its annual Boorito celebration would be cancelled last Halloween, Chipotle knew there was an opportunity—and appetite—for more online engagement. Because COVID-19 presented so many challenges to in-person promotion tactics, the brand took this campaign 100% digital for the first time in 2020.

Using virtual trick-or-treating as its inspiration, Chipotle designed an online experience to distribute 500,000 BOGO promo codes to users across digital communication channels in the days leading up to Halloween. In addition to its email subscribers, followers of the company’s social media accounts were each given a unique coupon to be redeemed on 10/31 for their free burrito.

Rather than batching and blasting its entire email database, Chipotle decided to tailor its email campaign to disengaged followers. That way, it could use its annual Boorito campaign to incentivize their participation, regain their loyalty, and improve the brand’s most important customer lifecycle metrics among this audience segment.

It's all fun and games

Chipotle partnered with Liveclicker to create a gamified campaign experience across channels. Using Liveclicker's device detection capabilities and targeting rules, Chipotle was able to determine which users were engaging from a mobile device and automatically include text prompts directly into each email experience so people could claim their offer with one tap of a finger.

Once done, this action automatically populated the appropriate short code and keyword into the user's messaging app of choice. After each day's allotted number of promo codes were depleted, Chipotle also leaned on Liveclicker to dynamically present email hero images directing followers to the brand's social media accounts to hunt for new codes. This created an interactive virtual scavenger hunt across channels rather than a simple coupon or sales pitch.

The results

Because Boorito has always been an in-person event, Chipotle didn't know what to expect going into this campaign's first digital iteration. If it was able to distribute all offer codes, create buzz among customers, and inspire some much-needed fun for its fans despite COVID-19 restrictions, the brand would consider 2020's event an overwhelming success.

And that's exactly the experience it delivered! Over the course of the campaign, all 500,000 unique promo codes were claimed by excited customers and fans. Even better, the allotment of codes created specifically for unengaged email recipients disappeared within a few hours—showing huge potential for re-engagement campaigns going forward.

In fact, the promotion's email click-to-open rate was three times higher than average industry benchmarks. The inclusion of social media channels also paid off with big-time buzz, generating more than a billion total impressions, more than 41 million earned impressions, and more than 500,000 social engagements.

This gamified, cross-channel experience created a truly memorable event that gave Chipotle customers a much-needed distraction during a very challenging time. But even more importantly, it proves that satisfying your customers' appetite for online engagement is the best way to beat the results of traditional promotion tactics.



More than 1 million attempts to win

500,000 unique digital promo codes distributed

CTO 3x higher than industry benchmark