

HOW MRAID DROVE 2.6X HIGHER REVENUE FOR MCDONALD’S COSTA RICA

“Working with Rocket Lab and Adikteev allowed us to explore more advanced creative formats and scale what worked. MRAID became a key driver of engagement and helped us achieve stronger, more efficient results.”

JULIAN MATIAS BARBERO
Regional Media Strategy Lead



For app retargeting campaigns, creative format can directly influence reach, engagement, and performance. MRAID creatives are interactive mobile ad units that allow richer, more dynamic experiences than standard static banners. Static banners remain useful, but they can limit interaction and access to inventory. MRAID creatives offer a stronger alternative by enabling richer, more dynamic ad experiences that unlock broader inventory and drive stronger user engagement.

For McDonald’s Costa Rica, this created an opportunity to move beyond static formats and test MRAID as a premium creative solution for app retargeting. The goal was to improve campaign efficiency, drive stronger revenue outcomes, and better re-engage key customer segments through more interactive mobile creatives.

To bring this to life, Adikteev contributed its DSP capabilities, retargeting expertise, and programmatic optimisation, while Rocket Lab led the strategic direction. Together, the partnership focused on proving how MRAID could outperform static banners at scale.

OBJECTIVE

The objective was to validate MRAID as the gold-standard creative format for McDonald’s Costa Rica retargeting campaigns and to improve performance relative to static banners.

The campaign set out to:

- Increase ROAS and in-app revenue
- Drive higher transaction volume through richer, more interactive creative experiences
- Improve efficiency and engagement by reducing CPA reattribution and increasing CTR

RESULT

MRAID represents 70% of the total campaign budget

KPI	MRAID Performance vs. Static Banners
ROAS	+16%
TRANSACTIONS	X2.4%
REVENUE GENERATED	X2.6%
CTR	+2.5%
CPA REATTRIBUTION	-25%

TAKEAWAY

For quick-service restaurant apps, MRAID can become a high-performing retargeting format when campaigns are built around richer engagement, strong programmatic execution, and continuous creative optimization.

For McDonald’s Costa Rica, Rocket Lab’s strategic direction, combined with Adikteev’s programmatic DSP capabilities, helped move the campaign beyond static banners and scale a more interactive format that delivered stronger ROAS, higher revenue, and lower CPA.

“This was a true partnership effort. By combining Adikteev’s retargeting expertise with Rocket Lab’s strategic approach, we were able to translate MRAID’s capabilities into real business impact for McDonald’s — delivering stronger engagement, higher efficiency, and a clear uplift in revenue.”

TOMÁS RAZZETTI
Head of Sales & Customer Success

