# AUDIENCE INSIGHTS

The Audience Insights extension module uses Movio's proprietary Propensity Algorithm™ to predict which movie a member is most likely to see.

### ADVANCED TARGETING

Power up your segmentation and targeting capabilities using advanced machine learning techniques

### VISUALISE DEMAND

Easily assess the likely demand for each movie based on a moviegoers' prior viewing history

### IMPROVE STRATEGY

Refine your marketing and communications calendar based on the relative audience size for each movie

## USE CASES

- REFINE MARKETING TIME AND EFFORT based on the likely audience size and composition for movies 'Now Showing' and 'Coming Soon'.

- IDENTIFY THE BEST CONTENT to feature in your emails and newsletters by analysing the demand for each movie in your circuit.

- SUPPLEMENT FILM BOOKERS' SCHEDULING EXPERIENCE by forecasting the likely share of admissions for the coming week.

- OVERLAY VALUE, GEOGRAPHIC OR DEMOGRAPHIC MOVIO VIEWS to further refine movie-based segmentation and targeting.

## POWER UP MOVIE INSIGHTS

Movio's proprietary Propensity Algorithm™ has also been applied to the Movie Insights extension module, allowing you to move beyond binary segmentation to a more granular approach.

Rather than simply questioning whether or not a member should see a particular movie, now determine *how likely* they are to see it. This insight allows users to create more tailored messaging, and the ability to match the value of incentives to each moviegoer's individual propensity.

MOVIO CINEMA

# EXTENSION MODULES

Add functionality to Movio Cinema with Extension Modules.
These specialist add-ons leverage the capabilities of
the existing product and take your data, analytics and
personalised campaigns to the next level.

## ◇ MOVIO CINEMA

| **MOVIE INSIGHTS** | **WEB TRACKER** | **SMS CONNECT** | **MOBILE CONNECT** | **SOCIAL CONNECT** |
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Movie Insights – target the ideal audience using Movio's proprietary Similarity Algorithm™
Web Tracker – track your moviegoers' website interactions to power up your segmentation and targeting
SMS Connect – deliver highly targeted SMS messages in minutes
Mobile Connect – increase engagement and improve reach through targeted push notifications
Social Connect – track social media interactions and expand your insights

## MOVIO

Movio is the global leader in marketing data analytics and campaign
management solutions, revolutionising the way the film industry interacts
with moviegoers. With a global database of over 100 million moviegoers,
750 million behavioural and transactional records and more than 5000 movie
titles, Movio is the world's most comprehensive source of moviegoer data.

The company's investment in data science and machine learning has produced
market-leading technologies that redefine the possibilities of movie marketing.
Movio empowers marketers to connect moviegoers with their ideal movie
via online and offline channels, and link campaign data with actual ticket
purchases to close the loop and measure campaign effectiveness.

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