

MOVIE INSIGHTS

Use Movio Cinema's Movie Insights tool to effortlessly identify and target the perfect audience using Movio's proprietary Similarity Algorithm, uniquely designed by our data science team



IMPROVED ACCURACY

Scientifically identify the best comparable titles for an upcoming release and gain strategic insights into the audience



ADVANCED TARGETING

Confidently target the right audience for an upcoming movie release using actual pre-sales data



STREAMLINED WORKFLOW

Quickly and simply target the best audience without complex segmentation and filtering

CONFIDENT TARGETING

Use Movie Insights to quickly search for the audience of a movie and identify which other movies have the most similar audiences. Movie Insights works seamlessly with Movio Cinema's Group Builder, allowing you to confidently target the right audience for the right movie.

USE CASES



DEVELOP MARKETING STRATEGY

Discover the true composition of a movie's audience to create your marketing plan accordingly



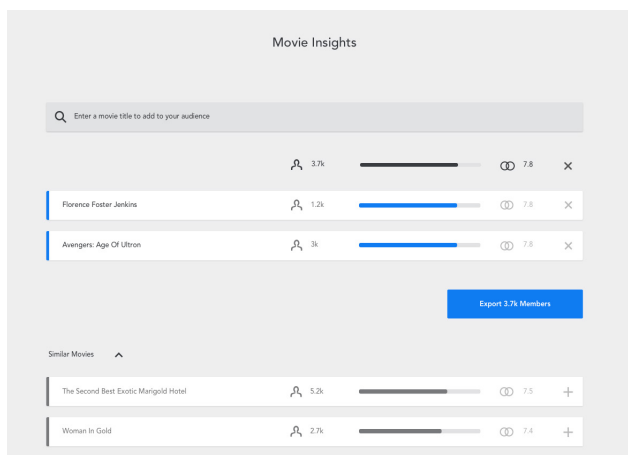
GROUND SWELL CAMPAIGNS

Create effective campaigns, targeting the best audience, to promote your upcoming movie release



TAIL-END CAMPAIGNS

Create useful end-of-life campaigns that promote expiring inventory to the best audience



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.



WEB TRACKER



SMS CONNECT



MOBILE CONNECT



SOCIAL CONNECT

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 software for cinema exhibitors, film distributors and studios around the world. A company of Vista Group International Ltd (NZX & ASX: VGL), Movio is revolutionising the way the film industry interacts with moviegoers. The company maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behaviour of millions of active moviegoers worldwide.

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