



## DESIGNED FOR CINEMA MARKETERS

Drive measurable marketing success with Movio Cinema, our intelligent data analytics and campaign management solution.



### Understand your moviegoers

Generate comprehensive profiles of each moviegoer from offline and online transactional data, demographic profiles, online activity, marketing engagement, and other external data sources.

### Unlock actionable audience insights

Leverage our proprietary AI-driven algorithms and 120+ cinema-specific filters to instantly identify the perfect audience for each movie, concessions or member-driven campaign.

### Execute campaigns effortlessly

Build and send hyper-personalised multi-channel campaigns in minutes using our complete editing suite for email, SMS, push notification and digital campaigns.

### Measure marketing success

Determine and improve moviegoer engagement and performance with campaign delivery and incremental financial returns reporting.

### Core benefits

- Intelligent machine learning
- Closed-loop reporting
- Full support

- High security
- Seamless integration
- Strategic, operational, and data science services from our experts

Exhibitors who work with Movio experience an average of:

**0.89**

extra visits  
per moviegoer

**\$16.61\***

extra box office  
per moviegoer

**1.96**

extra admissions  
per moviegoer

**\$6.77\***

extra concession  
revenue per moviegoer

Using the theory of Causal Inference, an Observational Study was designed to model moviegoers' behavioural and spend patterns. The methodology incorporates up-to-date thought leadership and state-of-the-art machine learning techniques to quantify the effects of targeted marketing using Movio Cinema. The methodology used has been verified by Professor Donald Rubin, Emeritus Professor of Statistics, Harvard University.

\* USD per year

## MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionising the way the film industry interacts with moviegoers.

Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind.

Movie lovers at heart, it's our mission to connect everyone with their ideal movie.

 [www.movio.co](http://www.movio.co)

 [@MovioHQ](https://www.linkedin.com/company/movio)

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