



## SOCIAL CONNECT

The Social Connect extension module allows you to link your member's loyalty data with their social media interactions, expanding insights by providing a single view of your customers across multi-channels



### QUALITY DATA

Improve your members' profile data as well as their user experience with a one click sign-on



### BRAND INTERACTION

Track member activity across multi-channels and identify which of these users are your loyalty customers



### RETURN ON INVESTMENT

Measure how Social interactions convert into POS transactions

## POWER UP YOUR MOVIO ANALYTICS

Market research recently reported that 81% of moviegoers used Facebook, 34% used Twitter, 21% used Pinterest, and 18% Instagram.

With Social Connect, interactions flow into Movio Cinema and enable further segmentation and targeting. Social action insights provide frequent, dynamic, and actionable data that can be utilised to grow your social media audience, and start meaningful conversations with your members.



Include members who 'tweeted' the 'Captain America: Civil War' tweet

AND



Include members who watched 'Ant Man'

AND



Include members who watched the trailer for 'Captain America: Civil War'



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.



**MOVIE  
INSIGHTS**



**WEB  
TRACKER**



**SMS  
CONNECT**



**MOBILE  
CONNECT**

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

## 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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