



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



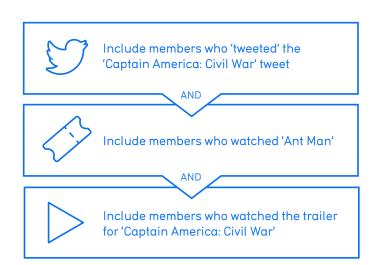
RETURN ON INVESTMENT

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.





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.









TRACKER



SMS CONNECT



CONNECT

 $Movie\ Insights\ -\ target\ the\ ideal\ audience\ using\ Movio's\ proprietary\ Similarity\ Algorithm^{TM}$ 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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