

TEST YOUR KNOWLEDGE

Segmentation Practice Tasks

IT'S YOUR TURN

If you want a refresher after a break, are a new starter to the team or Movio Cinema or simply want to deepen your existing knowledge, here are some practice tasks that will help you familiarize yourself with the console and learn more about segmentation.

What you'll need

- Access to your Movio Cinema Console
- Previous experience with segmentation in Movio Cinema
- Review 'Useful Resources' documentation

Useful Resources

- Audience Insights Tea Break Session
- Movie Insights Tea Break Session
- Group Builder Tea Break Session
- AI – MI One Pager
- Movio [User Manual](#)

NEED HELP?

Get in touch with your Account Manager or contact support@movio.co

PRACTICE TASKS

AUDIENCE INSIGHTS

- ☐ Choose five upcoming titles that will be playing at your cinema
- ☐ Toggle on the propensity chart to assess the most likely movie choice for each of your moviegoers
- ☐ Create a model for your target movie, e.g. *Tenet* (or any other movie of your choice)

MOVIE INSIGHTS

- ☐ Complete a search to find an audience for *Birds of Prey* (or any movie of your choice)
- ☐ Toggle on the various moviegoer propensity segments to assess the likelihood of a moviegoer seeing *Jojo Rabbit* (or any movie of your choice)
- ☐ Create a model for your audience for *Jojo Rabbit* (or any movie of your choice)

GROUP BUILDER

- ☐ Build non-movie groups for:
 - ☐ Millennials aged 21 – 37
 - ☐ Include only females
 - ☐ Exclude members who were last contacted via email in the last month
- ☐ Create a snapshot and enter a name for your snapshot