MOVIO CINEMA

Movio Cinema offers a comprehensive film-centric solution equipping you with a single view of your customers across many data sources. Identify specific audiences and develop sharp influential campaigns that hit the mark.

CUSTOMER INTELLIGENCE
Analyze and segment your audience with film-centric data filters.

TARGETED CAMPAIGNS
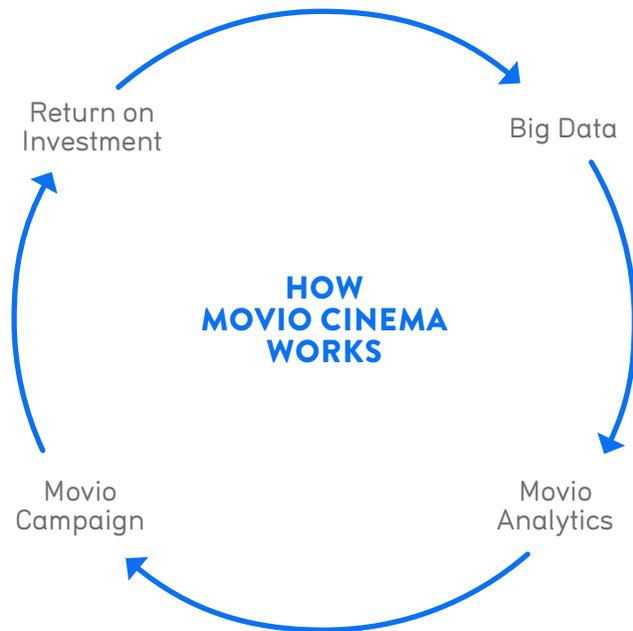Campaigns from conception to execution in 15 minutes or less.

RETURN ON INVESTMENT
All campaigns can be measured against control groups.

PUT YOUR DATA INTO MOTION

Technology gives you the ability to collect vast quantities of data, whatever its origin, volume or velocity. The concept of Big Data revolves around your ability to action this information. Movio Cinema takes this data and puts it into context – so you know what your customers want before they do.

HOW MOVIO CINEMA WORKS

Return on Investment

Big Data

Movio Analytics

Movio Campaign

Getting to the heart of moviegoers

ANALYZE AND SEGMENT YOUR AUDIENCE

By combining Big Data with Customer Intelligence, Movio Analytics will help you cast your audience – so you know who you're talking to and what pushes their buttons.
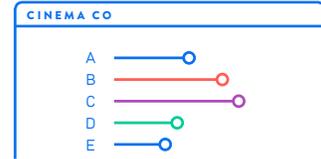
Source
Data is fed into Movio Analytics from leading POS vendors, email, website, social media platforms, and mobile solutions.

Segment
Data is profiled and sorted using 120+ film centric filters that can be combined in any sequence to create literally millions of unique target audiences.
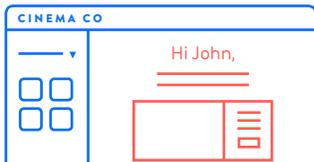
Validate
At the click of a button a series of insightful dashboards and charts appear to further analyze the group.
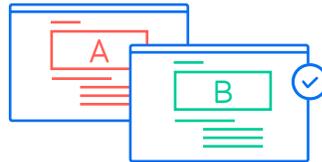
MASTER CAMPAIGN MANAGEMENT

Movio Campaign's intuitive user interface and editing suite allows a non-technical marketer to design and execute a highly targeted campaign in less than 15 minutes.

Create
Movio Campaign offers a complete editing suite to enable anyone to create world-class communications, including integrated offers.

Test
Use A/B testing to test subject lines, preheader text, and content to optimize your email campaigns and better understand your loyalty members.

Deliver
Execute email and SMS campaigns through Movio Campaign's global content and delivery network.

MAXIMIZE RETURN ON INVESTMENT

Movio Cinema measures all transactions post-campaign – so you know exactly how effective each campaign is in dollar terms, in real time.

Compare
Movio Cinema is fully integrated with the transaction source providing unique insight. By comparing the performance of targeted audiences to the control group you can calculate an accurate return on investment.

Report
Movio Cinema reporting also includes all industry standard email and SMS delivery metrics, including clicks, links, open rates and deliverability.

Leverage Movio Cinema's capabilities with extension modules:

MOVIE INSIGHTS   **WEB TRACKER**   **SMS CONNECT**   **MOBILE CONNECT**   **SOCIAL CONNECT**

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 revolutionizing 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 behavior of millions of active moviegoers worldwide.

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