



WEB TRACKER

The Web Tracker extension module allows you to enrich your loyalty data with moviegoers' interactions on your website, giving you actionable insights by powering up your segmentation and targeting capabilities.



GAIN INSIGHTS

Supplement transactional and demographic data with opinion and intent-based insights.



IMPROVE PERSONALIZATION

Deliver personalized movie recommendations based on content engagement on your website.

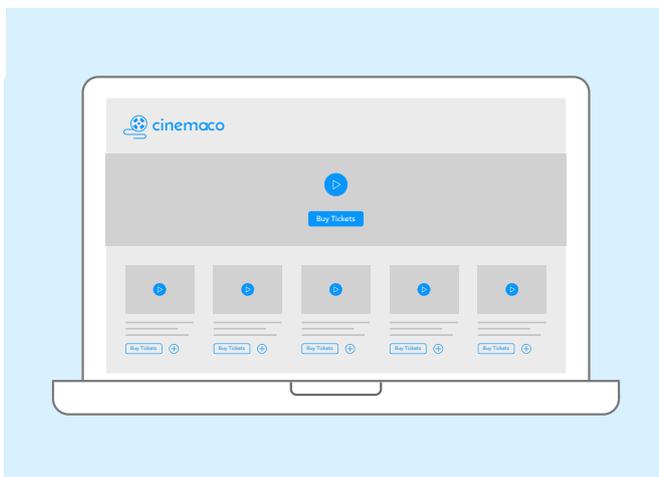


EASILY INTEGRATE

A new web API makes implementation quicker and easier, and unlocks new, client-defined functionality.

ONLINE BEHAVIOR AT YOUR FINGERTIPS

Enrich your segmentation and targeting with the Web Tracker extension module. Gain actionable insights into how your members are interacting with your website and content, and track custom web interactions that are important to you and your organization.



USE CASES



INCENTIVIZE MOVIEGOERS

Prompt moviegoers to view movie details and watch a trailer on your website, and reward them accordingly.



LEVERAGE INTEREST

Find a target audience for a new movie release by finding those who have watched the trailer on your website or added a movie to their watchlist.

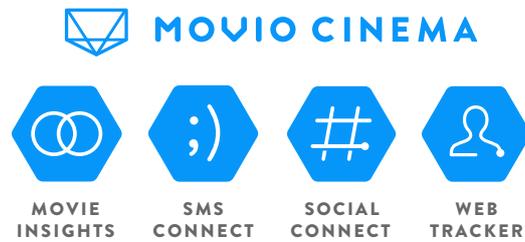


MAXIMIZE CONVERSION

Identify those who aborted their online ticket purchase and encourage them to complete their transaction.

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 personalized campaigns to the next level.



Movie Insights - target the perfect audience using Movio's proprietary Similarity Algorithm

SMS Connect - deliver highly targeted SMS messages in minutes

Social Connect - track social media interactions and expand your insights

Web Tracker - track your moviegoers' website interactions to power up your segmentation and targeting

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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