

# COMMUNICATION SET-UP

## Getting your comms ready for re-opening

### Communication Preparation

Consider the following specific guide to pick up your marketing activities after a longer break and prepare successful communication with your moviegoers:

#### Prepare your campaigns

- Check if previously used snapshots are still relevant. You might need to update filters or adjust date and time range
- Prepare all necessary promotions for re-opening communications. If you need to engage Vista Cinema to prepare manual recognitions, we strongly recommend that you put in your requests as early as possible

#### Movio's algorithms

Movio's proprietary Propensity Algorithm is based on historical moviegoing data. Despite the lack of new movie releases and cinema closures over the last months, the available data within our Audience and Movie Insights tools is associated with movies that showed when cinemas were operating as usual. This makes Audience Insights and Movie Insights the best tools for your audience segmentation.

Our Moviegoer Value Segments feature uses behavioural data to categorise moviegoer value. Using MVS can help you to further refine your audience into recency, frequency and monetary segments. Despite a lack of transactional data during closure, these segments continue to be relevant, and recency numbers will be rectified once cinemas are operating normally again.

## Select your audience

Keep in mind, not all members will feel comfortable and return to your cinemas straight away. We suggest focussing on your loyal members first:

- Activate 'Include inactive moviegoers' within Audience Insights and Movie Insights to include members with transactions longer than 12 months
- Include the 'less likely' segment if you have only a small selection of movies or legacy movies showing
- Prioritise your audiences based on engagement, frequency and propensity using RFM (Frequency = high) and/or Group Builder transaction filters
  - Contact your loyal members first (highest frequency before closure)
  - Select 'most likely' and 'likely' segments first using Movie Insights segmentation
- Further refine your insights-based audience with additional Group Builder filters or tags
  - Transactions e.g. active at least once in last 15 months
  - Location tags e.g. update on local legal requirements or re-opening dates
- Make sure to use control groups for your campaigns to measure uplift
- Continue to highly target recipient groups with differentiated messaging and content

## Track email volume

If you have not regularly sent email campaigns to your moviegoers during closure, your email servers will likely need to be warmed to maintain a positive email sender reputation and ensure strong deliverability. If this applies to you, we strongly recommend that you:

- Inform Movio before you start sending campaigns in order to track volume and spam complaints/feedback loops
- Limit the number of emails you send each week (e.g. by only targeting engaged and most recent moviegoers first)
- Slowly increase the number of emails over a few weeks
- Send campaigns with bigger audiences in smaller batches rather than all at once using Members Lists in Group Builder
- Keep an eye on the delivery rates and bounces

Managing email sender reputations is a standard email requirement, not specific to Movio, refer to 'Email Deliverability' for more details.

### Communicate expectations & content

- Communicate new cinema procedures (temperature checks, new ordering systems, etc.) to inform guests about their experience when returning to the cinema
- Create graphics to clearly explain the new process for booking tickets or buying concession items
- Include 'Our Safety Measures' section at the bottom of all campaigns that links to your website explaining the safety measures taken in your cinemas
- Incorporate any local government safety measures for cinemas or gatherings
- Keep in mind: Promote movie titles/content as the main driver for visitation

### Back to Basics: Email Comms 101

When creating your marketing activities to announce re-opening or drive visitation, we suggest following this checklist for best practice communication:

- 1 Keep your subject line short and relevant, include Rich Marker or Dynamic Content with Showtimes
- 2 Create targeted and relevant messages for each of your audience segment
- 3 Reduce the amount of content and create a more personalised email by using Dynamic and Conditional Content
- 4 Use a reassuring tone of voice to create a safe and confident environment
- 5 Keep communications brief with a good mix of text and visuals – avoid walls of text
- 6 Ensure your text is easily readable against the background
- 7 Ensure you include valid links only
- 8 Monitor campaign results and consider excluding members who have been unengaged during this closure period
- 9 Ensure the 'unsubscribe' link is always present, visible and easy to follow

#### HELPFUL RESOURCES

Check our Online Resources Page [here](#)  
Find our User Manual [here](#) and Blogs, White Papers, and feature information on [Movio.co](#)