



## MOBILE CONNECT

The Mobile Connect extension module gives you the ability to easily create and deliver a highly targeted message to your audience via push notifications from your app.



### INCREASED ENGAGEMENT

Targeted push notifications can improve your response rate by 4 to 7 times.\*



### IMPROVED REACH

Boost immediate reach as your moviegoers instantly interact with your notifications while on-the-go.

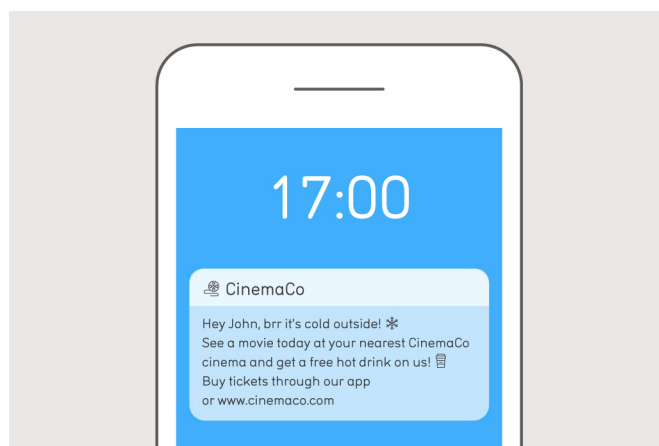


### RETURN ON INVESTMENT

Measure how push notification and app interaction converts into POS transactions.

## IMPROVED ENGAGEMENT

Market research recently reported that targeted push notifications are 293%\* more impactful than broadcasted push notifications. Mobile Connect seamlessly integrates with Movio Cinema, allowing you to quickly segment your audience, easily design and execute targeted push notifications, and track redemption and performance for every notification sent.



## USE CASES



### EVENT-BASED CAMPAIGNS

Deliver time sensitive campaigns to your moviegoers based on events happening in their area e.g. snow day campaigns.



### ENRICHED MARKETING CAMPAIGNS

Send a push notification to moviegoers when a movie on their watch list is now showing in cinema.



### INCREASE CONCESSION SPENDING

Drive additional concession spend by sending an offer via push notification prior to the start of a large screening.

\*Urban Airship – 7 Mobile Engagement Statistics that Show How Push Notifications Boost ROI (2017)

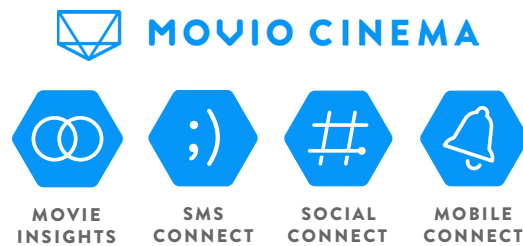


**MOVIO CINEMA**

## 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

Mobile Connect - increase engagement and improve reach through 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 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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