



AUDIENCE INSIGHTS

The Audience Insights extension module uses Movio's proprietary Propensity Algorithm™ to predict which movie a member is most likely to see.



ADVANCED TARGETING

Power up your segmentation and targeting capabilities using advanced machine learning techniques



VISUALIZE DEMAND

Easily assess the likely demand for each movie based on a moviegoers' prior viewing history



IMPROVE STRATEGY

Refine your marketing and communications calendar based on the relative audience size for each movie

USE CASES

- **REFINE MARKETING TIME AND EFFORT** based on the likely audience size and composition for movies 'Now Showing' and 'Coming Soon'.
- **IDENTIFY THE BEST CONTENT** to feature in your emails and newsletters by analyzing the demand for each movie in your circuit.
- **SUPPLEMENT FILM BOOKERS' SCHEDULING EXPERIENCE** by forecasting the likely share of admissions for the coming week.
- **OVERLAY VALUE, GEOGRAPHIC OR DEMOGRAPHIC MOVIO VIEWS** to further refine movie-based segmentation and targeting.

POWER UP MOVIE INSIGHTS

Movio's proprietary Propensity Algorithm™ has also been applied to the Movie Insights extension module, allowing you to move beyond binary segmentation to a more granular approach.

Rather than simply questioning whether or not a member should see a particular movie, now determine *how likely* they are to see it. This insight allows users to create more tailored messaging, and the ability to match the value of incentives to each moviegoer's individual propensity.

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**



**WEB
TRACKER**



**SMS
CONNECT**



**MOBILE
CONNECT**



**SOCIAL
CONNECT**

- Movie Insights – target the ideal audience using Movio’s proprietary Similarity Algorithm™
- Web Tracker – track your moviegoers’ website interactions to power up your segmentation and targeting
- SMS Connect – deliver highly targeted SMS messages in minutes
- Mobile Connect – increase engagement and improve reach through targeted push notifications
- Social Connect – track social media interactions and expand your insights

MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. With a global database of over 100 million moviegoers, 750 million behavioral and transactional records and more than 5000 movie titles, Movio is the world’s most comprehensive source of moviegoer data.

The company’s investment in data science and machine learning has produced market-leading technologies that redefine the possibilities of movie marketing. Movio empowers marketers to connect moviegoers with their ideal movie via online and offline channels, and link campaign data with actual ticket purchases to close the loop and measure campaign effectiveness.

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