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Dynamic Content

In Email

Powered by Movio's advanced Propensity Algorithm™, Dynamic Content in Email enables marketers to effortlessly create a single campaign which dynamically displays a list of personalized movie recommendations for each member.

OVERVIEW

Movio's latest innovation, Dynamic Content in Email, allows cinema marketers to execute hyper-personalized emails in minutes. Powered by Movio's advanced Propensity Algorithm™, Dynamic Content in Email enables marketers to effortlessly create a single campaign which dynamically displays a list of personalized movie recommendations for each member. It creates thousands of segment-based email campaigns with just a few clicks.

Typically when creating a newsletter campaign, a cinema marketer will want to ensure that the movies displayed in the campaign are relevant to the moviegoers receiving it. However, we know that each moviegoer has their own preferences, so a fixed 'one size fits all' movie list is not relevant to each person.

One way to improve this is to create multiple versions of the newsletter for different segments, where each has a different list or order of movies. The problem with this workflow is that the marketer will need to spend considerably more time on audience segmentation and campaign creation and the result is still 'one to many' and not true 'one to one'.

METHODOLOGY

We created a newsletter to promote ten movies that are now showing or coming soon to cinemas. There are several layouts available in the email editor, but for this example we chose a template that displays four movies:
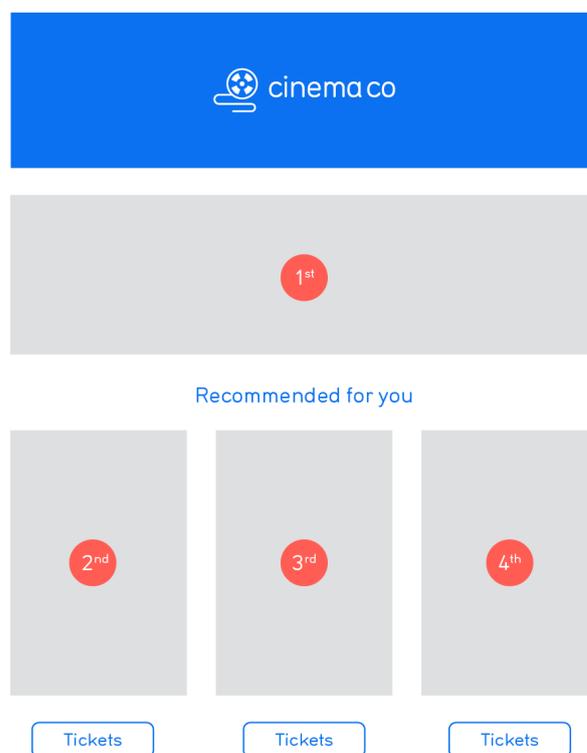
RESULTS

Mathematically, choosing four movies from a selection of 10 that are now showing or coming soon, using the above template, will result in 5,040 different combinations from one campaign. Moviegoers in each segment will see a unique campaign that displays the four movies most relevant to them, in the most compelling order, based on their propensity scores. To achieve the same level of personalization, a marketer would need to manually create 5,040 segments and personalized campaigns, which is impossible for even a well-staffed team on a weekly basis.

Dynamic Content in Email not only makes the impossible possible, but it makes it possible within minutes.

CONCLUSION

One of Movio's founding principles is to enable marketers to go from campaign concept to execution in 15 minutes or less; and we know we that we are on the cutting edge of campaign productivity and turnaround. If we assume that each of these 5,040 campaigns takes 15 minutes to create, it would take 53 days to complete.

To achieve this manually, you would need a team of 11 people working on these campaigns and nothing else each week but, even then, it's highly unlikely they would want to spend the resourcing money on this. But even to bridge the gap marginally without Movio's Dynamic Content would necessitate new hires. With Dynamic Content, your existing team can achieve so much more and still find time to devote to other, more meaningful activities.

Movio has truly made the process of preparing and executing campaigns simpler, faster, and more effective, allowing marketers to focus on the creative outputs whilst Movio provides the right audience for them to talk to.