

TEST YOUR KNOWLEDGE

Refining Tools Practice Tasks

IT'S YOUR TURN

If you want a refresher after a break, are a new starter to the team or Movio Cinema or simply want to deepen your existing knowledge, here are some practice tasks that will help you familiarize yourself with the console and learn more about refining tools.



What you'll need

- Access to your Movio Cinema Console
- Previous experience with refining tools in Movio Cinema
- Review 'Useful Resources' documents

Useful Resources

- Audience Insights Tea Break Session
- Movie Insights Tea Break Session
- [RFM Blog – Increase High Value Members](#)
- [RFM Blog - Segmentation](#)
- Movio [User Manual](#)

NEED HELP?

Get in touch with your Account Manager or contact support@movio.co

PRACTICE TASKS

MOVIEGOER VALUE SEGMENTS (RFM)

- ☐ With either of the models you created with Audience Insights and/or Movie Insights:
 - Select an RFP segment to view the number of contactable moviegoers and their spend
 - Sort your segment into 'High Recency'
 - Sort your segment by 'Increase Engagement'

TAGGING

- ☐ Create a tag for:
 - A specific cinema type (i.e. IMAX, a premier lounge etc.)
 - 'Marvel' movies, regardless of distributor
 - A POS code for a particular group of food and beverage items (e.g. if you have a free Popcorn/concession code)

MEMBER LISTS

- ☐ Upload a list of member IDs to the console that need to receive a promotion (e.g. due to a blackout situation). Then use the Member List filter in Group Builder to build a campaign
- ☐ Test your promotions by splitting your audience in half and send them different offers. In Group Builder, click the button with the person and arrow and state how many groups you want to create. These lists now appear in Member Lists