MOVIO
CINEMA

USER MANUAL

Filter Definition Guide

The purpose of the following chapter is to define and give an example use case for each filter within Group Builder. This can be used to determine the best combination of filters to use in your segmentation and analysis.

Member Profile

Filter Name	Filter Description	Example Use Case
Member Status	Allows you to find members based on their current member status – issued, activated, expired, or deleted.	Identify and remind individuals whose membership has been issued but not activated and send them a reminder email.
Vista Activated Flag	Allows you to find members who have the 'Activated' flag set in Vista Loyalty.	Identify and contact members who have activated their memberships and whose memberships are still active.
Loyalty Card	Allows you to find members who have a card assigned to their membership.	Find members who have registered online for a loyalty membership but have yet to come into cinema and pick up their loyalty card. Send them a campaign to let them know that they can start earning and redeeming points in cinema once they have picked up their card.
Subscriptions	Allows you to find members who are subscribed or unsubscribed to a Vista Loyalty subscription preference.	Exclude members who are unsubscribed from Email Contact from a Member View, as your EDM campaigns won't be affecting their behavior.
Subscription Categories	Allows you to find members who are subscribed or unsubscribed to a Movio subscription category.	A Member View could be set up for all members subscribed to the 'VIP' subscription category.
Age	Allows you to find members by their age determined from their date of birth.	Find members aged between 16-30 to promote a film targeted at that demographic. Allows you to exclude younger members from restricted movies.
Birthday	Allows you to find members by their birthday.	Set up a recurring campaign to find all members whose birthday is today/yesterday/tomorrow and send them a birthday email.
Birthdate	Allows you find members based on the date of their birthday.	Find members whose birthday is in the month of November and send a surprise and delight birthday campaign.
Gender	Allows you to find members based on the gender they have provided in their membership profile.	Find all male members to send them a campaign promoting a new film targeted towards a male audience. Find females for 'Ladies' Night Out' type screenings.

Date Issued	Allows you to find members based on the date which their membership was created.	Set up a recurring campaign to welcome all members who were issued their memberships yesterday.
Anniversary Date	Allows you to find member based on the anniversary of their first transaction as captured within Vista Loyalty.	Use this filter in combination with the Date Issued filter to identify members who didn't transact for X days since being issued with a membership.
Date First Transacted	Allows you to find members based on their first known transaction in Movio.	Set up a recurring campaign to find all members who have had their first transaction this month, and send them a thank you campaign. Use this filter in combination with the Date Issued filter to identify members who didn't transact for X days since being issued with a membership.
Date Expired	Allows you to find members based on when their membership expired.	Find all members who have expired and send them a renewal campaign to help reduce the churn of your membership base.
Time Elapsed Since Issued	Allows you to find members based on the time which has passed since their membership was created.	Find all members who have held memberships for three months and send them a survey to collect their feedback on the program.
Time Elapsed Since First Transaction	Allows you to find members based on the time which has passed since their first transaction in your loyalty program.	Identify lapsed members by finding members who have not transacted in a certain amount of time from when they first engaged in your loyalty program.
Time Elapsed Since Expired	Allows you to find members based on the time since they've expired.	Identify members who have not renewed their membership based on the amount of time that has lapsed since membership expiry.
Time Remaining Until Expiration	Allows you to find members who's membership is expiring soon.	Set up a recurring campaign to target members who's loyalty membership is expiring soon (1mth, 1wk, 1 day), encouraging them to renew their membership.
Monthly Visitation Frequency	Allows you to find members based on the average number of unique admissions per month since they've been a member.	Find members with a low monthly visitation frequency (i.e. < 0.2) and send them an offer such as a free popcorn to encourage them to come and see a movie.
Newsletter Frequency	Allows you to find members based on the newsletter frequency they've chosen on their membership in Vista.	When sending out weekly Newsletter campaigns, members who have selected a newsletter frequency of 'fortnightly' can be excluded every second week, and members who have selected a 'monthly' frequency can be excluded from all newsletter campaigns after the first week in the month.
Club Member	Allows you to find members based on their membership to a specific 'Club' in Vista Loyalty.	If importing members from a number of different clubs, you may like to split them into different Member Views. When applying loyalty recognitions,

		a recognition will need to be set up for each Vista Club, and campaigns sent up to target each club.
Member Report View	Allows you to find members if they are part of a 'View' or not.	A quick way to create a campaign for a group of members you regularly look at via one of your home page views. For example, build a campaign for All Active Members (if it's one of your defined Views).
Status History	Allows you to find members based on various events that have occurred within Vista Loyalty.	Target members who have been transferred to ensure they are in the right club.
Member Preferred Language	Allows you to find members based on their preferred language. This information is pulled from Vista as they are set by you. It will only work if you are collecting information about member preferred languages.	Communicate with members in their preferred language. Communicate to Spanish speaking members about upcoming Spanish movie releases.

Smart Filters

Filter Name	Filter Description	Example Use Case
Movie Recommendations	Allows you to find members based on whether they are good candidates to see a particular movie.	If a film's audience is starting to wane, use the Movio recommendations engine to find members who haven't yet seen the film, but based on the previous films they have seen, we should recommend this film to them. This can help increase the screening cycle of a film.

Marketing

Filter Name	Filter Description	Example Use Case
Last Contacted	Allows you to find members based on the last time they were contacted by any type of campaign.	Find members who haven't been contacted via any channel for the past six months and try and re-engage them.
Last Contacted via Email	Allows you to find members based on the last time they were contacted by any email campaign from Email.	Find members who haven't been contacted via email for the past two weeks and send them a campaign.
Last Contacted via SMS	Allows you to find members based on the last time they were	When sending out an SMS campaign, exclude members who were last contacted within the past six weeks via SMS, as SMS is a channel that members don't like to get bombarded with

	contacted by any email campaign from SMS.	communications through.
Never Contacted	Allows you to find members if they have never been contacted by any campaign.	Find members who can be contacted via email or sms, but have never been contacted. Send them a campaign through a channel they are subscribed to in order to influence their visitation frequency and spend.
Campaign Received	Allows you to find members who were sent a specific campaign.	Combine this filter with others to see who received a campaign with a specific call-to-action and performed it. For example after sending a campaign to incentivize members to see a movie this weekend, use this filter and 'Watched Movie at Cinema on Date' to find everyone who performed this action.
Campaign Received by Tag	Allows you to find members who were sent a one-off or recurring campaign with a specific tag within a date range.	Tag all campaigns that send out free loyalty recognitions with 'offer'. When a new 'offer' campaign is to be sent, member who have received an 'offer' campaign can be excluded so as to avoid over incentivising members.
Recurring Campaign Received	Allows you to find members who were sent any campaign with a specific tag within a date range.	A recurring campaign may be set up to contact all members with a points balance over 1000. To avoid a member receiving this campaign day after day, we can include members who have a point balance over 1000, and exclude members who have already received this recurring campaign within the past three months.
Control Group Members	Allows you to find members based on which campaigns they were assigned as a control group member for.	Target members who were held back in a campaign that proved to be very successful so that these control group members ultimately also receive the offer.
Catchall Campaign Members	Allows you to find control group or targeted members for any campaign during a date range.	Find members who have been in a control group or targeted group in the past seven days and exclude them from a future campaign so as to avoid cross contamination of other campaign reports.
All Campaign Members	Allows you to find targeted or control group members who received a specific campaign.	Send a reminder email to everyone who received a campaign about the offer available.
Loyalty Code Redeemed	Allows you to find those members who have redeemed a loyalty code from any campaign.	Send a reminder email to those who have not redeemed a promotion.
Campaign Email	Allows you to find members based on	Find members who opened an email promoting a 'coming soon' film two months ago, but still haven't seen the film. Send them a

Opened	them opening an email from a Movio campaign.	campaign to promote this film before it is taken out of cinema.
Any Campaign Link Clicked	Allows you to find members based on clicking any link within a specific campaign.	Find members who clicked on a campaign link and send them a free recognition in a surprise and delight campaign to reward their engagement.
Specific Campaign Link Clicked	Allows you to find members based on specific links they have clicked in a specific campaign.	When promoting a specific film, find members who have not yet seen the film, but who have clicked on a link in a campaign email to promote that film.

Email Activity

Filter Name	Filter Description	Example Use Case
Last Interacted With Email	Allows you to find members based on the time of their last open or link click from an Email campaign from Movio.	Find members who haven't interacted with a campaign for X days and send them a re-engagement campaign. By continuing to contact these members through regular campaigns, the exhibitor's sending reputation is negatively impacted. We can try to re-engage these members, and if they choose not to, then remove them from subscription lists.
Never Interacted With Email Received	Allows you to find members who have never opened or clicked on a link from an Email campaign from Movio.	Look at excluding members who have never interacted with a campaign email and send them a separate re-engagement campaign.

Online Activity

Filter Name	Filter Description	Example Use Case
Custom Web Interactions on Date	Find members who have performed a custom interaction on your website on or between a date. A custom interaction is any interaction that you have defined.	Find members who have clicked on a particular banner on your website. Find members who have clicked on a 'share to social' button.
Movie Watchlist	Find members who have added a movie to their online movie watchlist on your website.	Find members who have added a film to the online watchlist, and send them a campaign promoting the film's release once it comes out. Alternatively, find members who added the film to their watchlist but haven't seen the film, and send them an

		EDM campaign to promote the film before it leaves cinemas.
Movie Details Viewed	Allows you to find members based on the movie pages they view and the details they have viewed on your website.	When promoting a niche film, where it may be hard to define the right audience based on previous films watched, we can find members who looked this film up on an exhibitor's website and send them the campaign.
Movie Trailer Watched	Allows you to find members based on the movie trailers they have watched on your website.	Find members who watched a trailer for a film on your website, and send them a campaign to promote that film.
Aborted Ticket Purchase	Allows you to find members based on ticket purchases that were never finished.	Target members who started purchasing a ticket for a specific film online but never completed the online transaction with an offer to do so.
Movie Rated	Allows you to find members based on the rating that they gave to a movie on your website.	For the next Bond film release, target members who saw a previous Bond film and also rated a previous Bond film 3 stars or higher (prevents you from mistargeting to people who saw a film but actually did not enjoy it).
Member Last Logged In	Allows you to find members based on when they last logged into their loyalty account on your website.	Deploy a user-experience survey to members who have logged on to your website in the last month to find out what they thought.

Social Media Activity

Filter Name	Filter Description	Example Use Case
Facebook Interactions	Allows you to include or exclude members based on their interactions with your Facebook page and posts.	Target a campaign towards members who have liked a Facebook post you have made about a specific upcoming film release.
Twitter Interactions	Allows you to include or exclude members based on their interactions with your Twitter page and posts.	Target a special offer for a key-focus cinema location to all members who have tweeted about that specific location previously.
Specific Twitter Interactions	Allows you to include or exclude members who have retweeted a specific tweet for your brand.	Target a campaign to all members who have re-tweeted one of your posts with a special recognition offer as a thank you.
General Social Network Interactions	Allows you to include or exclude members based on their general social network interactions with your brand.	Reward your social brand ambassadors by targeting all members who have interacted with your brand on any social media channel more than a pre-defined number of times in the past month.
Last Social Network Sign In	Allows you to include or exclude members based on when they last signed into your website with their	Target a campaign to potentially lapsed social members to encourage them to sign back to your website with Facebook. Facebook credentials expire every 90 says to

	social media account.	you must have your members sign in to continue gathering data about them.
Connected Social Network Account	Allows you to include or exclude members based on the first time they used social sign on to connect their social network account to your website.	Develop a recurring campaign to ensure members who have connected to their social account keep this token/ login up-to-date per the requirements of Facebook.
Social Network Account Status	Allows you to find members based on having an 'active' or 'inactive' account on a connected social account.	Useful to send communication to only those members who are active with your social network account.

Cinema Activity

Filter Name	Filter Description	Example Use Case
Watched Movie	Allows you to find members who have watched a specific movie.	Build a campaign for Animated films by targeting members who have seen a specific animated title at your cinemas. Create a target group for a sequel based on those who had watched the prequel.
Watched Movie with Cinema Concept	Allows you to find members who have watched a specific movie with a specific cinema concept.	Target a campaign to VIP Cinema-goers who saw the last Bond film in a premium concept for the upcoming Bond series release in VIP Cinema concept.
Attended Session with Cinema Concept	Allows you to find members based on how many cinema concept sessions they have attended between specific dates.	Target a campaign to high frequency IMAX Cinema goers from the last year with a preview of all of the upcoming IMAX releases at your cinema chain.
Attended Session at Cinema	Allows you to find members who attended a session at a cinema or group of cinemas, between a date range.	Build a campaign for a key focus cinema by being able to target your members who have attended a specific cinema within a specified date range.
Attended Multiple Sessions on Date	Allows you to find members who have attended a certain number of sessions on or between a certain date range.	Create a January offer to help drive off-peak period attendance that is targeted to all members who saw two or more movies in December.
Watched Movie at Cinema on Date	Allows you to find members who have watched a movie at a particular cinema/tagged cinema within a date range.	Rewarding members who have watched a specific movie (e.g. Minions) at any cinema over the weekend.
Watched Movie at	Allows you to find members who have watched a movie at a	Send out a customer satisfaction survey about a new cinema you have opened to all those members who have

Cinema on Date Time	particular cinema/tagged cinema within a datetime range.	attended the cinema within the opening week.
Watched Movie by Tag	Allows you to find members who watched any movie within a movie tag.	Allows you to find members who watched any of the Fast and Furious movies in the ‘Fast and Furious’ tag.
Watched Movie by Tag at Cinema on Date	Allows you to find members who watched any of the movies within a movie tag at any cinema on or between a date range	Target a campaign for the next Marvel film release for all of your members who have watched a previous film release tagged as Marvel in the past year.
Watched Multiple Movies by Tag	Allows you to find members who watched multiple movies within a movie tag.	Build a campaign to promote the next Opera Seasons Ticket package by targeting those members who have seen three or more Operas in the past year with you.
Watched Movie Multiple Times on Date	Allows you to find members who have watched a movie, or movie tag, multiple times within a date range.	Useful to find members who are extreme fans of a particular movie, or reward members for seeing movie multiple times.
Watched Movies in Multiple Tags on Date	Allows you to find members who have watched movie(s) in one or more tags within a date range.	Useful to find members who have seen a certain number of films within a group e.g. 5 of the 8 Marvel movies in the last two years. It is also useful if you run a campaign, rewarding members who have seen 3 of the 5 latest movies.
Unique Admissions	Allows you to find members who have attended a specific number of unique sessions within a date range.	Find high-frequency movie-goers by developing a campaign that surprise and delights members that have been 10 or more times in the past year with a special offer.
Purchased Item	Allows you to find members who have purchased any specified POS code item.	Build a campaign to offer a free upsize to large for any customer that has previously only bought a Medium sized popcorn.
Purchased Item at Cinema on Date	Allows you to find members who have purchased a POS code item at a particular cinema or tagged cinema within a date range.	Rewarding loyalty points to members who purchased a popcorn item over the weekend.
Purchased Item by Tag	Allows you to find members who have purchased any item in a POS code tag.	Develop a campaign to promote a new chocolate bar being sold at your cinema by targeting all members who have previously purchased any item tagged ‘chocolate’ at your concession stand.
Purchased Item by Tag at Cinema on Date	Allows you to find members who purchased any item in a POS code tag on or between a specified date range at a specific cinema.	For cinemas that have a specific food and beverage concept only at select cinemas (i.e. a bar), you could build a campaign targeting members who bought any item tagged ‘alcohol’ at a specific cinema in order to encourage repeat visitation and spending.

Purchased Item at Cinema to see Movie on Date	Allows you to find members who purchased an item in a POS code tag at any cinema/cinema tag for a specified movie/movie tag on or between a date.	Target all members who purchased Star Wars themed merchandise on opening night and mark them as Star Wars super fans.
Purchased Item by Category	Allows you to find members who have purchased any item using a Vista category used to group items based on similar traits.	Build a campaign to offer a free ice-cream to those who usually purchase any type of ice-cream.
Purchased Item by Category on Date	Allows you to find members who have purchased any item in a date range using a Vista category used to group items based on similar traits.	Build a campaign to offer a free ice-cream to those who usually purchase any type of ice-cream.

Movie Preference

Filter Name	Filter Description	Example Use Case
Genre Preference	Allows you to find members based on how many times they have watched movies of a specific genre as a percentage of all the movies they have watched over the past 12 months.	Send a campaign for the next Action film release by finding all members for whom 50% or more of the films they have seen are classified as Action.
Censor Rating Preference	Allows you to find members based on how many times they have watched movies of a specific rating as a percentage of all the movies they have watched over the past 12 months.	Target a campaign aimed at family audiences by finding those members for whom 75% or more of the films seen in the past year are ‘G’ rated.
Movie Attribute Preference	Allows you to find members based on how many times they have watched movies of a specific attribute as a percentage of all the movies they have watched over the past 12 months.	Find members who prefer to watch a movie in 3D and send them a targeted campaign with a promotion.

Visitation Preference

Filter Name	Filter Description	Example Use Case
Cinema Preference	Allows you to find members based on how many times they have transacted at a specific cinema as a percentage of all tickets purchased over the past 12 months.	Build a campaign to drive attendance to a Key Focus Cinema by targeting those members for whom 50% or more of their visits are at this location in the past year. This is regardless of what cinema they have manually stated as their preferred location.
Cinema	Allows you to find members most frequented	Drive attendance to a particular cinema by

Most Frequented	cinema based on the member's last five transactions. This provides the most relevant insights into the cinema they are currently attending vs what they may have stated as their favourite cinema.	targeting people who regularly frequent that cinema but may not have specified it as their preferred cinema.
Cinema Concept Preference	Allows you to find members based on how many times they purchased tickets for a specific cinema concept as a percentage of all tickets purchased over the past 12 months.	Send a campaign promoting your next 3D release by targeting all members for whom 50% or more of their last year's film watching behavior is for 3D titles.
Hour Preference	Allows you to find members based on how many sessions they have attended during a specific hour as a percentage of all the sessions they have attended over the past 12 months.	Send a coffee offer to your matinee audiences by targeted those members for whom 50% or more of their visits in the past year have been before noon.
Day Preference	Allows you to find members based on how many sessions they have attended on a specific day of the week as a percentage of all the sessions they have attended over the past 12 months.	Target an offer to members who have a high propensity to see movies on Tuesday with an incentive to get them to come on another night of the week.
Month Week Preference	Allows you to find members based on how many sessions they have attended on a specific week of the month as a percentage of all the sessions they have attended over the past 12 months.	Target an offer to members who have a high propensity to see movies towards the end of the month with an incentive to get them to come on another week.

Transaction

Filter Name	Filter Description	Example Use Case
Last Transacted	Allows you to find members based on the time elapsed since they last transacted.	Build a recurring campaign for lapsed members by targeting those members who have not transacted with you in 90 days.
Last Transacted Date	Allows you to find members based on the date that they last transacted.	Target members who attended your cinema on a specific date to provide a bounce-back offer or a survey about their experience on that specific date.
Never Transacted	Allows you to find members who have not transacted in the last 12 months.	Develop an activation campaign to members who have signed up for your program but have never transacted.
Transaction Source Preference	Allows you to find members who have transacted via specific channels (i.e online or box office) as a percentage of their overall transactions in the past 12 months.	Encourage online ticketing behavior by sending an online ticketing offer to those members who have 100% of their transactions at the Box Office in the past 12 months.

Tickets Purchased by Source	Allows you to find members who have purchased tickets via a specific source, on or between a date range.	Incentivize members to purchase tickets online or via kiosk to avoid long queues at the POS. Promote better seats to those members who don't usually purchase online.
Ticket Type Preference	Allows you to find members based on the number of times they have purchased a specific ticket type as a percentage of all their tickets purchased over the past 12 months.	Target a birthday party offer for families by finding those members who have 30% or more of their tickets listed in the past year listed as 'Child.'
Box Office Spend Percentage	Allows you to find members based on what percentage their box office spend is compared to their total spend over the past 12 months when ranked against all other members in your base.	Target an offer to your highest ticket spenders by finding the top 20% of members based on their box office spend in the past year.
Concession Spend Percentage	Allows you to find members based on what percentage their concession spend is compared to their total spend over the past 12 months when ranked against all other members in your base.	Target a concession offer to your bottom 20% of spenders to incentivize them to purchase.
Other Spend Percentage	Allows you to find members based on what percentage their 'other' spend is compared to their total spend over the past 12 months when ranked against all other members in your base.	Depending on what products/services are classified as 'other spend' with your circuit, this filter would allow you to target members who always have a high spend on ancillary products as such (could be things like arcade games, 3D glasses, birthday party rentals etc…)
Concession Hit Rate	Allows you to find members based on their concession hit rate, defined as total number of transactions where the transaction includes concessions/ total number of admissions.	Target members who only periodically buy at the concession stand by building a campaign aimed at members who have less than a 25% hit rate at the concession stand.

Transaction Averages

Filter Name	Filter Description	Example Use Case
Average Spend	Allows you to find members based on the average spend per transaction, over the past 12 months.	Develop a campaign to target your highest spenders when looking at a percentage (%) ranking against your entire member base.
Average Spend per Admission	Allows you to find members based on how much they spend on average for each movie admission. This is calculated by dividing total spend by the number of movie tickets the member has purchased over the	Find members who spend a high amount overall at your cinema with their admission ticket.

	past 12 months.	
Average Box Office Spend	Allows you to find members based on their average spend on Box Office over the last 12 months.	Target members who have a high (or low) average spend at the box office. Could be a good way to identify value seekers – i.e. members who always come to the cinema with a discount or offer and spend a low amount at box office as a result.
Average Concession Spend	Allows you to find members based on their average spend on concession items over the last 12 months.	Target your highest or lowest value customers at the concession from the past year in order to provide targeted food and beverage offers accordingly.
Average Concession Transaction Value	Allows you to find members based on their average spend on concession items over the last 12 months.	Develop an offer to target your highest or lowest concession spenders based on their actual average transaction value (versus an average across the year) so you can target an offer accordingly.
Average Concession Spend per Admission	Allows you to find members based on their average concession spend per admission over the last 12 months.	Develop a campaign to target your members who might spend a lot on admissions but a comparatively low amount on concessions to try to increase their basket-size.
Average Concession Items Purchased	Allows you to find members based on the amount of concession items they purchase on average per transaction over the last 12 months.	Find members who only buy 1 item at the concession stand to try to increase their basket-size to add a 2nd or 3rd item to the mix.
Average Other Spend	Allows you to find members based on their average ‘other’ spend within a date range, over the past 12 months.	Depending on how your circuit classifies ‘other spend’ you could find customers who always spend a lot on your ancillary products such as gift cards or the arcade for instance.
Average Admissions per Transaction	Allows you to find members based on the average number of admissions they purchase per transaction over last 12 months.	Develop a campaign to target members who are buying multiple tickets in one transaction (a good way to identify groups of friends or families).
Average Admission Price	Allows you to find members based on the average price they pay per admission over last 12 months.	Develop a campaign to target discount-seekers based on your members who spend a very low average admission price for their visits.

Total Spend

Filter Name	Filter Description	Example Use Case
Total Spend	Allows you to find members based on their total spend over the past	Target a campaign for your highest spenders based on all of their transactions at all cinema transaction points (box office, concession, other) over the past year.

	12 months.	
Total Box Office Spend	Allows you to find members based on their total box office spend over the past 12 months.	Develop a campaign specifically for your highest spenders on admission tickets based on their total annual spend at the box office. This could be a good way to upsell members to an 'all you can see' style product if you offer one.
Total Concession Spend	Allows you to find members based on their total concession spend over the past 12 months.	Target your lowest spenders at the concession stand based on their last year of transactions and develop an up-sell offer accordingly.
Total Other Spend	Allows you to find members based on their total 'other' spend over the past 12 months.	Target members who are spending a low amount on other cinema offers (arcade, other retail etc) and try to cross-sell them these additional offerings (note that this is dependent on how your circuit classifies other products).

Loyalty Points

Filter Name	Filter Description	Example Use Case
Current Loyalty Point Balance	Allows you to find members based on their current loyalty points balance.	Target a campaign to members who are very close to reaching a critical points level (i.e. a free movie ticket reward, new tier) to help get them to attend one more time to meet that goal.
Total Loyalty Points Earned	Allows you to find members based on the total amount of loyalty points earned to date.	Send a surprise and delight offer to reward members who have earned a high amount of points over their tenure with your program, regardless of what they have burned to-date.
Total Loyalty Points Spent	Allows you to find members based on the total amount of loyalty points spent to date.	Send a campaign to reinforce the value your loyalty program delivers to its members by targeting all those members who have spent points for rewards since they have joined. Find members with sufficient points balances for rewards but who have never redeemed and encourage them to do so, perhaps with a catalog of items.

Loyalty Groups/Tiers

Filter Name	Filter Description	Example Use Case
Loyalty Groups	Allows you to find members based if they are part of a Vista Loyalty Group.	Target a campaign to all of your members who are part of the Student Club within your loyalty program.
Loyalty Tiers	Allows you to find members based if they are part of a Vista Loyalty Level.	Target a campaign aimed at all members who have reached the Gold tier within your loyalty program.