

# Shaping the future of movie marketing

## Our Passion, Movies

With unique insights for over 26 million cinema goers, more than 1,000 theaters and over 1,000 films, Movio is a one of a kind analytics and targeted marketing solution tailored to the unique needs of movie marketers.



### Customer Intelligence

Analyze and segment your audience with film centric data filters.



### Campaign Management

Campaigns from conception to execution in 15 minutes or less.



### Return on Investment

All campaigns can be measured against control groups.

## Put your Data into Motion

Technology gives you the ability to collect vast quantities of data, whatever its origin, volume or velocity. The concept of Big Data revolves around your ability to action this information. Movio takes this data and puts it into context – so you know what your customers want before they do.

You have this information now, Movio allows you to put it to use. Movio's service tightly integrates Customer Intelligence and Campaign Management equipping you with a single view of your customers across many data sources. Identify specific audiences and develop sharp influential campaigns that hit the mark.



# Analyze and Segment your Audience

By combining Big Data with Customer Intelligence, Movio will help you cast your audience – so you know who you're talking to and what pushes their buttons.



## Source

Data is fed into Movio from social media platforms, leading POS vendors, email, website and mobile solutions.



## Segmentation

Data is profiled and sorted using over 100 film centric filters that can be combined in any combination to create literally millions of unique target audiences.

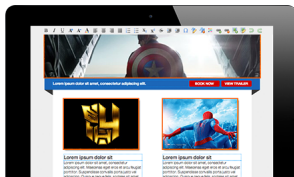


## Validate

At the click of a button a series of insightful dashboards and charts appear to further analyze the group.

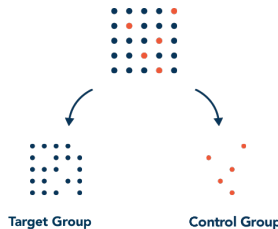
# Master Campaign Management

Movio's intuitive user interface and editing suite allows a non-technical marketer to design and execute a highly targeted campaign in less than 15 minutes.



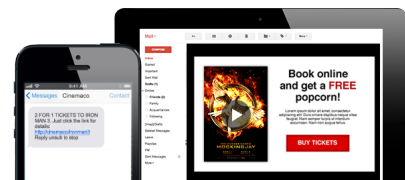
## Create

Movio offers the complete editing suite to enable anyone to create world-class communications, including integrated offers.



## Audience

Once you have attached the target audience to the campaign, Movio will randomly remove a statistically significant control group.



## Deliver

Execute HTML email, mobile and social campaigns through Movio's global content delivery network.

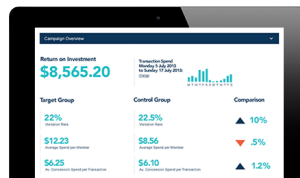
# Maximize Return on Investment

Movio measures all transactions post campaign – so you know exactly how effective each campaign is in dollar terms, in real-time.



## Return on Investment

Movio is fully integrated with the transaction source providing unique insight. By comparing the performance of targeted audiences to the control group you can calculate an accurate return on investment.



## Email Reporting

Movio reporting also includes all industry standard email and SMS delivery metrics, including clicks, links, open rates and deliverability.

Movio is the global leader in marketing data analysis and campaign management for cinema exhibitors and distributors. Working with cinema exhibitors and distributors in six regions worldwide, Movio maintains real-time, authoritative data on the loyalty activity and transactions of over 26 million customers. Movio integrates with the leading cinema POS systems, Vista Entertainment Solutions and NCR Radiant Systems.



To find out more, visit [www.movio.co](http://www.movio.co)  
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