MOVIO MEDIA

CASE STUDY

STXFILMS REACH THE RIGHT AUDIENCE WITH MOVIO MEDIA

THE CHALLENGE

STXfilms' marketing objective is to ensure that they reach the right audience for each of their movies both efficiently and effectively.

In the absence of actionable moviegoer data, the industry has traditionally relied on broad demographic assumptions and/or affinity/interest targeting as the basis for identifying an ideal audience for their movies. As a data-informed studio, STXfilms' aim is to understand how to optimize targeting and connect with real-life moviegoing audiences who are most likely to go to the theater.

THE GOAL

STXfilms sought to leverage Movio's comprehensive moviegoer database, based on actual US ticket purchases, to enrich their understanding of moviegoers and to better inform their movie marketing campaigns. To prove whether identifying and reaching moviegoers based on their behavior is more effective than targeting audiences based on demographics, STXfilms partnered with Movio to execute data-driven email marketing campaigns for their 2017 and 2018 slate.

MOVIEGOERS

Leverage demographic, behavioral, online and offline transactional data on millions of opted-in active US moviegoers.

AUDIENCE

Create audience segments using Movio's proprietary Similarity Algorithm™, based on moviegoer behavior, ticket-purchase history, frequency, number of admissions and box office value.

CONNECT

Connect directly with moviegoers by email, with personalized messages and relevant content.

MEASURE

Near real-time closed-loop capability to measure campaign effectiveness by identifying whether targeted moviegoers purchased a ticket.

THE RESULTS

Across the five direct email marketing campaigns, Movio's behavioral based audience segments drove on average 2.8x more ticket conversions compared to what would have been achieved if STXfilms targeted based on a broad demographic audience segment*.

ALL CAMPAIGNS

Conversion Rates
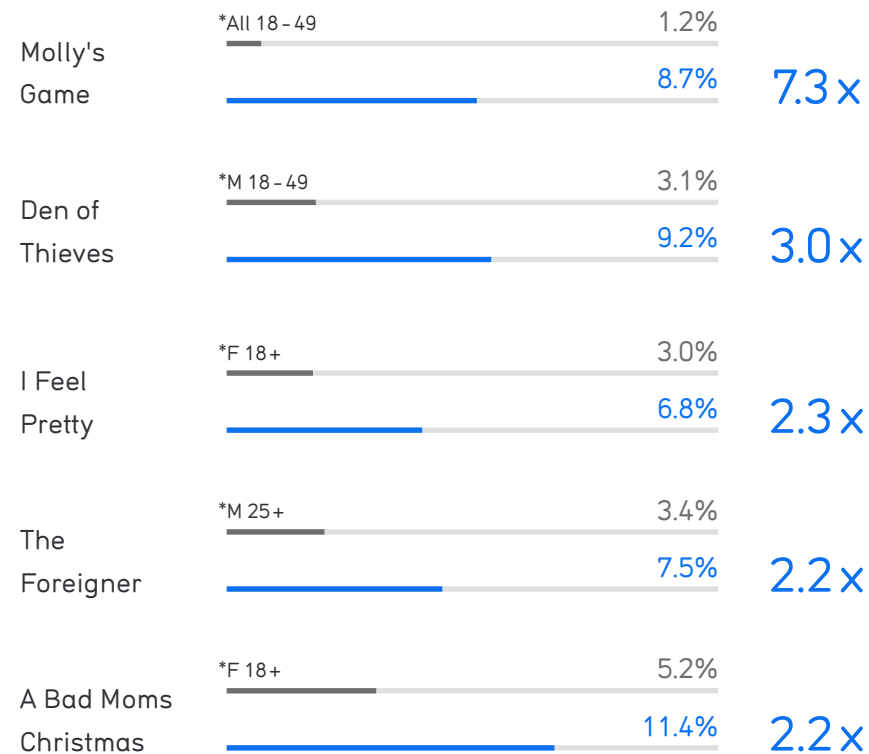
Broad Demographic Audience   3.1%

Movio's Behavioral Audience   8.8%

Difference

2.8x

Conversion Rates   Difference

Molly's Game

*All 18–49   1.2%

8.7%   7.3x

Den of Thieves

*M 18–49   3.1%

9.2%   3.0x

I Feel Pretty

*F 18+   3.0%

6.8%   2.3x

The Foreigner

*M 25+   3.4%

7.5%   2.2x

A Bad Moms Christmas

*F 18+   5.2%

11.4%   2.2x

● Broad Demographic Audience
● Movio's Behavioral Audience

CONCLUSION

Movio's actionable insights and measurable marketing solutions helped STXfilms enrich their understanding of their audiences and drive significantly improved campaign outcomes in both ticket conversation rates and incremental box office. Ultimately, it means the right moviegoers are discovering STXfilms' movies and are able to experience them in theaters.

For film studio marketers, this proves that using real-life moviegoer data to identify and connect with moviegoers can optimize movie marketing investment to drive incremental admissions and box office.

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Movio is helping us scale up our understanding of moviegoer behavior for marketing and media purposes. In this quickly changing market, the ability to use data to reach proven moviegoers is invaluable.

Amy Elkins • EVP, Media and Marketing Innovation, STX Entertainment

ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind. Movie lovers at heart, it's our mission to connect everyone with their ideal movie.

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