LEADING STUDIO FINDS ITS ACTION-THRILLER AUDIENCE WITH MOVIO

MOVIO

THE STUDIO

As a Hollywood studio releasing movies from a variety of genres for a variety of audiences, this studio appreciates the importance of connecting with the right moviegoers when promoting each unique title.

THE GOAL

For its 2019 male-led action-thrillers, the studio wanted to ensure its marketing efforts would maximise efficacy and minimise waste by connecting to those moviegoers most interested in attending these specific releases.

THE CHALLENGE

While broad, demographic-based segmentation *will* target many moviegoers who are interested in a given title, it will also target plenty of moviegoers who simply are not, wasting valuable marketing budget.

At the same time, this method excludes plenty of moviegoers who *would* see the movie but do not fall within the target demographic, creating a different type of waste: wasted opportunity.

THE APPROACH

The team leveraged Movio's behavioural audience segmentation —
powered by actual U.S. ticket purchase data — to identify the
individual moviegoers likely to attend their 2019 male-led
action movies.

Analysing both individual and collective attendance data, Movio's
AI-driven Propensity Algorithm takes behavioural segmentation
a step beyond comp titles, identifying likely moviegoers not only
through their own ticket purchase histories but also through the
attendance behaviour of moviegoers with similar tastes.

This approach empowered the studio to bypass assumption-based
demographic targeting (and scale beyond the limitations of comp
list targeting) to direct their finite marketing dollars toward
moviegoers with a proven affinity for similar action movies.

For each of four 2019 action-thrillers, Movio's Propensity Algorithm
identified the individual moviegoers who were likely to attend these
specific movies. The studio then targeted those moviegoers (on a
1:1 basis) using Movio's Direct Email Campaigns.

Movio's closed-loop measurement capabilities (via direct
integrations with exhibitor POS) captured online and offline ticket
purchases (including cash and credit card transactions) to measure
campaign performance.

DATA

Moviegoer data sourced from 15 leading U.S. exhibitors
through direct CRM and POS integrations.

SEGMENT

Movio's AI-driven Propensity Algorithm identifies the
target audience using ticket purchase behavioural data.

CONNECT

The studio activated a Movio Media Direct Email
Campaign delivered (1:1) to the target audience.

MEASURE

Closed-loop measurement capability identifies whether
targeted moviegoers purchased a ticket — in real-time.

THE RESULTS

The Movio behaviour-based audience segments targeted by each campaign saw astounding conversion rates, averaging 15.5% across the four titles.

Within that group, the moviegoers ranked as having the highest likelihood of attending — the "most likely" audience — converted at a staggering 42.7% average.

By targeting moviegoers based on their actual behaviour, the studio maximised the efficiency of their marketing investment, with box office generated from the target audience producing a 38x return on ad spend (ROAS) for all four campaigns.

To illustrate the benefits of behaviour-based audience segmentation (and highlight the limitations of using demographics for moviegoer targeting), the following pages compare conversion rates for the behaviour-based target audience to the conversion rates for the eligible audience sub-segmented by demographic cohort.

ACROSS ALL FOUR CAMPAIGNS

Targeting by moviegoer tastes based on ticket purchase history and attendance behaviour.

Target All	Target Most Likely	Return on Ad Spend
15.5%	**42.7%**	**38x**

ELIGIBLE AUDIENCE

All moviegoers eligible to receive a direct email campaign:
Attended within past 12 months and opted-in to receive email communications

Target Audience
- Most Likely
- More Likely
- Likely

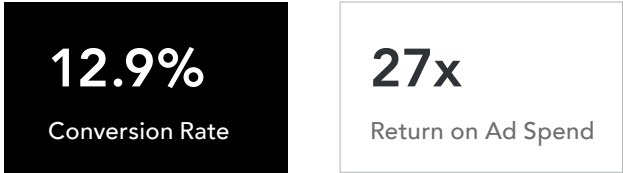**Non-Targeted Audience**
--- Unlikely
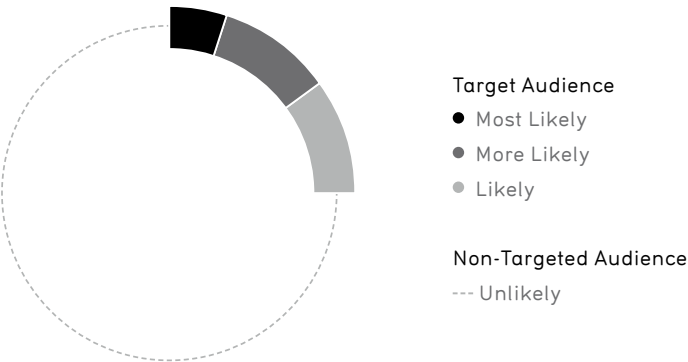
Segment proportions approximated to illustrate concept. Actual target audience size varies by campaign.

ACTION FILM A

BEHAVIOUR-BASED TARGET AUDIENCE

Moviegoers ranked as likely to attend *Action Film A* based on past ticket purchase behaviour.

12.9%
Conversion Rate

27x
Return on Ad Spend

CONVERSION RATE BY BEHAVIOURAL SUB-SEGMENT

Most Likely

40.7%

More Likely

11.9%

Likely

5.5%

ELIGIBLE AUDIENCE

All moviegoers eligible to receive a direct email campaign for *Action Film A*, whether targeted or not.

2.0%
Conversion Rate
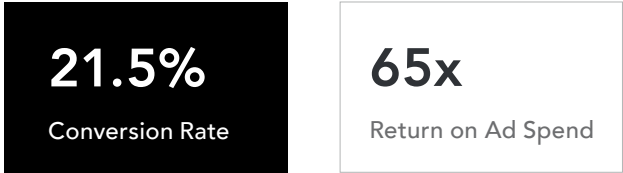
CONVERSION RATE BY GENDER/AGE SUB-SEGMENT

Age	FEMALE	MALE
18 – 24	0.7%	1.1%
25 – 34	0.8%	1.4%
35 – 44	1.1%	1.8%
45 – 54	2.3%	3.3%
55 – 64	3.9%	6.2%
65 +	5.2%	9.0%

ACTION FILM B

BEHAVIOUR-BASED TARGET AUDIENCE

Moviegoers ranked as likely to attend *Action Film B* based on past ticket purchase behaviour.
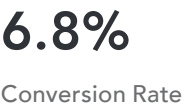
21.5%
Conversion Rate

65x
Return on Ad Spend

CONVERSION RATE BY BEHAVIOURAL SUB-SEGMENT

Most Likely

46.0%

More Likely

25.2%

Likely

13.3%

ELIGIBLE AUDIENCE

All moviegoers eligible to receive a direct email campaign for *Action Film B*, whether targeted or not.

6.8%
Conversion Rate
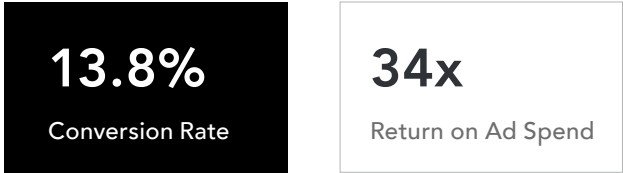
CONVERSION RATE BY GENDER/AGE SUB-SEGMENT

Age	FEMALE	MALE
18 – 24	4.3%	9.4%
25 – 34	5.8%	11.2%
35 – 44	6.1%	11.1%
45 – 54	7.2%	12.6%
55 – 64	6.7%	12.6%
65 +	6.2%	12.3%

ACTION FILM C

BEHAVIOUR-BASED TARGET AUDIENCE

Moviegoers ranked as likely to attend *Action Film C* based on past ticket purchase behaviour.
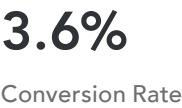
13.8%
Conversion Rate

34x
Return on Ad Spend

CONVERSION RATE BY BEHAVIOURAL SUB-SEGMENT

Most Likely

52.8%

More Likely

24.8%

Likely

9.0%

ELIGIBLE AUDIENCE

All moviegoers eligible to receive a direct email campaign for *Action Film C*, whether targeted or not.

3.6%
Conversion Rate
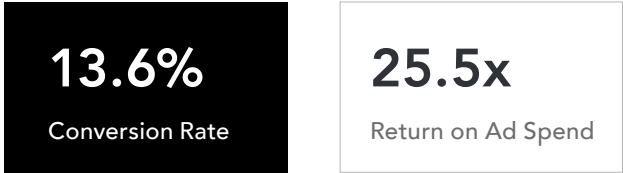
CONVERSION RATE BY GENDER/AGE SUB-SEGMENT

Age	FEMALE	MALE
18 – 24	1.8%	2.8%
25 – 34	2.1%	3.4%
35 – 44	2.7%	4.2%
45 – 54	4.6%	6.5%
55 – 64	6.6%	9.7%
65 +	8.1%	12.3%

ACTION FILM D

BEHAVIOUR-BASED TARGET AUDIENCE

Moviegoers ranked as likely to attend *Action Film D* based on past ticket purchase behaviour.
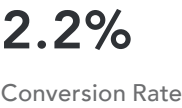
13.6%
Conversion Rate

25.5x
Return on Ad Spend

CONVERSION RATE BY BEHAVIOURAL SUB-SEGMENT

Most Likely

31.3%

More Likely

11.2%

Likely

6.5%

ELIGIBLE AUDIENCE

All moviegoers eligible to receive a direct email campaign for *Action Film D*, whether targeted or not.

2.2%

Conversion Rate

CONVERSION RATE BY GENDER/AGE SUB-SEGMENT

Age	FEMALE	MALE
18 – 24	0.9%	2.2%
25 – 34	1.1%	2.6%
35 – 44	1.6%	4.0%
45 – 54	2.4%	5.2%
55 – 64	2.9%	6.2%
65 +	3.0%	6.6%

CONCLUSION

Using Movio's AI-driven behavioural segmentation — rather than relying on assumption-based demographic targeting, the studio was able to connect to those moviegoers who were best suited to receive a campaign for their action-thrillers, while avoiding the waste of targeting moviegoers with little to no interest in the upcoming release. The studio's marketing investment yielded maximum efficiency, returning significant box office revenue and a ROAS over 38x across all four campaigns.

MOVIO FOR MOVIE MARKETING

Movio enables studio marketers to apply this same methodology to effortlessly activate behaviour-based audiences through direct email, programmatic, advanced TV, and social media campaigns.

ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionising 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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