

CINEMARK

MOVIO CINEMA

CASE STUDY

**CINEMARK BRAZIL INTEGRATES
POS WITH MOVIO CINEMA TO
BOOST MARKETING SUCCESS**



OBJECTIVES

- Leverage Movio’s generic application programming interface (API) to integrate Cinemark Brazil’s country-specific point of sales (POS) system with Movio Cinema to enhance their segmentation, targeting and marketing efficacy



CHALLENGES

- Teams based in three countries
- 17-hour time difference
- Minor language barriers



SOLUTION

- Movio developed a generic API to connect its Movio Cinema platform to any POS



RESULTS

- Rapid and cost-effective integration of Cinemark Brazil’s POS with Movio Cinema
- Targeted communication and precise segmentation of Cinemark Brazil’s loyalty members
- Measurable marketing success and return on investment



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Movio precisely segmented our audience so we could deliver more relevant campaigns, messages and promotions. We can now send campaigns much faster, and to the right people.

Bettina Boklis • Marketing Manager, Cinemark Brazil



Cinemark is a global leader in the cinema industry, with 533 theatres and 5,959 screens in the U.S. and Latin America. Its circuit is the third largest in the U.S. with 339 theatres and 4,561 screens in 41 states. But it is in Central and South America that it is experiencing rapid expansion.

Cinemark oversees one of the most geographically diverse circuits in Latin America with 194 theatres and 1,398 screens in 15 countries. In Brazil alone, where it is market leader, Cinemark operates 83 complexes and 617 auditoriums in 17 states as well as the Federal District. That adds up to more than 40 million admissions per annum.

Cinemark Mania, the loyalty program of Cinemark Brazil, boasts more than 4 million member records. Whilst the membership database was significant, Cinemark Brazil's home-grown marketing applications left big gaps in allowing them to execute their marketing strategy. Data was scattered around the company and lacked organization. Marketing personnel had to manually look up data, jumping from screen to screen in an attempt to understand audience trends. As a result, Cinemark Mania was unable to analyze and segment audiences. Bettina Boklis, Marketing Manager for Cinemark Brazil, also noted an inability to evaluate campaign effectiveness.

“Prior to Movio Cinema, we were sending emails but lacked any real targeting or campaign analytics capabilities,” said Boklis. “All we could really do were email blasts, without any sort of intelligence behind them.”

In order to turn this around, the company sought a leading-edge campaign management and marketing analysis system. Cinemark Brazil reviewed what other Cinemark territories were using across Latin America and soon learned that Cinemark Argentina had been using Movio Cinema since 2016, followed by the seven countries which comprise Cinemark Central America in 2017.

Movio Cinema is a cloud-based platform that enables exhibitors to connect moviegoers with their ideal movie. It uses propensity and similarity-based algorithms to ensure exhibitors directly reach those most likely to see specific movies, can execute campaigns effortlessly via email, SMS and in-app push notifications, and measure financial uplift as well as engagement statistics.

“Our previous experience with Movio Cinema in Argentina provided a competitive advantage for our loyalty program,” said Todd Paladino, Vice President of International IT at Cinemark. “Our relationship has demonstrated that Movio has a knowledgeable, professional and easy-to-work-with team.”



OVERCOMING TECHNICAL BARRIERS

Whilst Cinemark Brazil heard about their colleagues' excellent experience with Movio Cinema, they wanted to implement it for themselves, however, they faced a unique challenge. Unlike other Cinemark Latin America territories, which use the Vista POS system, Cinemark Brazil required Movio to integrate with Ingresso, a POS system only found in Brazilian cinemas. To solve this, Movio developed a generic API to connect any POS system to Movio Cinema, including the Ingresso POS system employed by Cinemark Brazil.

The Movio Cinema Data-In API provides a way for any exhibitor to export their loyalty member and transactional data to Movio Cinema. It can be likened to a series of doors that are made available to other applications. If these applications request entry in the correct way, they are granted access.

To make it easy to utilize the Data-In API, Movio developed detailed support documentation. This assisted Cinemark's technical staff in the creation of a simple data adapter to communicate via the API to Movio Cinema. This API is available to exhibitors who have a POS system and track their member records.

The documentation clearly explains the API structure and how to find information in the help system. Paladino stated that Movio planned each step of implementation in detail to streamline the entire project. "Movio wrote the API to make it simple to integrate," said Paladino. "It was easy for us to create the data adapter."

Once created, the project teams worked together to test the data adapter. Cinemark Brazil prepared for system integration by unifying some databases. After an initial test, Cinemark Brazil transmitted three months of data via the API to Movio Cinema. This enabled Movio personnel to verify that transactions could easily be linked to members to show items purchased, cinemas visited and other data of relevance to marketing. With everything checking out correctly, the next step was to import the last two years of data from Cinemark Brazil. Again, thorough testing and fixing of disparities ensured the system was ready to go live.

TEAMWORK OVERCOMES BARRIERS

Communication is important in every project, but in this case it became especially vital. Movio headquarters are in New Zealand, with an additional office in Los Angeles. The Cinemark team worked in Sao Paulo. While both sides spoke English, Portuguese was the first language of the Brazilian staff.

To facilitate effective dialogue between teams, Movio established several channels of communication. An app known as Confluence acted as the central repository for all documentation and communication between project stakeholders. At the end of every discussion, Movio posted a summary on Confluence.

“The most important part of an international project is communication between teams, and Movio took very considered steps to ensure communication flowed well,” said Guilherme Britto, IT Projects Leader at Cinemark Brazil. “In addition, Confluence sent emails regarding updates which helped the project stay on track.”

Regular calls supplemented communication via Confluence, as well as whiteboard sessions to walk their engineering team through the steps needed to set up a data adapter. “Movio always scheduled meetings based on Brazilian time, even though they started before their opening hours,” said Britto. “The whiteboard sessions made it seem like both teams were in the same room.”

He added that Movio always answered questions and email requests within a few hours. After implementation, minor technical issues were dealt with rapidly. “We thought it might be hard to manage different countries, cultures and time zones, but everything went smoothly,” said Britto. “It was great to work with a team as experienced and cohesive as Movio who made daily meetings helpful, and stress-free.”



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Guilherme Britto • IT Projects Leader, Cinemark Brazil

IMPLEMENTATION SUCCESS

After go-live, Movio continued to engage with the Cinemark team, agreeing to fly Matthew Liebmann, Global President of Movio Cinema, to Brazil at short notice to educate marketing personnel on the software. Once onsite, Matthew trained staff on how to harness Movio Cinema for maximum return.

“We really appreciated how committed Movio were to getting us up and running as soon as the implementation was done,” said Bokllis. “We are also impressed that their commitment to us has not changed at all since we went live. They are still just as available and willing to help.” Movio and Cinemark Brazil instituted a weekly account call to ensure the Cinemark team understood Movio Cinema and how to design the most impactful campaigns. This has resulted in a marked improvement in return from Cinemark Mania. “Movio Cinema allowed us to precisely segment our audience and deliver more relevant campaigns, messages and promotions,” said Boklis. “We can now send campaigns much faster and to the right targets.”





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With Movio Cinema, we can demonstrably drive spend, incremental frequency and circuit preference to ensure that Cinemark Mania provides sustainable benefits to our guests and to our bottom line.

Bettina Boklis • Marketing Manager, Cinemark Brazil

LATIN AMERICAN EXPANSION

Based on the value gained from Movio Cinema in Argentina, Central America, and now Brazil, the company is ready to take things to the next level.

“We are in working with Movio to roll out Movio Cinema to the remainder of our Latin America territories,” said Paladino. “We will begin with Colombia, Peru and Chile, then conduct a phased roll out across our remaining countries.”



LESSONS LEARNED

With the Brazilian project now complete, what lessons have been learned that can be passed on to others?

Paladino advised paying attention to the details. The documentation for the APIs and data adapters is simple to follow. By sticking strictly to what they say, it is a straightforward matter to build the data adapter. “Don’t over-engineer the adapter as its really very simple,” he said.

Another tip is to involve marketing early in the process – don’t set up discussions between the IT teams on each side only. Failure to include marketing at the beginning of the process may result in areas of rework. For example, some concepts are defined differently by IT and marketing. But as it is the marketing personnel who will be using the tool, their input and their definitions are critical.

Lastly, having fully-engaged and dedicated teams on both sides allowed for a fast integration between Movio and Cinemark Brazil. These aren’t difficult lessons to abide by and the results can be transformative to a cinema exhibitor. “Direct access to our guest base is a huge benefit,” said Paladino. “We can now capture data, massage it, learn from it and use it obtain a clear business return.”



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The ability to really know our guests is something we never had before implementing Movio Cinema.

Todd Paladino • Vice President of International IT, Cinemark Brazil

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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