

# Cineplex Reels in Ticket Sales with RealTime Email



Cineplex, one of Canada's leading entertainment companies, operates one of the most modern and fully digitized motion picture theater circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, and the online sale of home entertainment content through CineplexStore.com and mobile device applications. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.



## Enter Livedlicker

Earlier this year, Cineplex had just begun using Liveclicker's RealTime Email to test the effectiveness of contextual elements in its campaigns, seeking email functionality its current service provider did not offer. Using RealTime Email to add LiveImages, LiveMaps, LiveTimers and LiveVideos, Cineplex blended different content approaches for A/B testing. Static and contextual elements were positioned against one another in various email campaigns to identify the best content for upcoming movie releases and SCENE membership promotions to the inbox.

## Challenges

- Deliver and play video in email
- Test contextual vs. static content
- Document results for validation

## Goals

- Improve email channel engagement
- Increase online ticket sales
- Identify the best email approach

Between December 2015 and July 2016, Cineplex sent over 80 campaigns using a mixture of static and contextual elements to validate if using RealTime Email would improve their email marketing efforts. Testing features like a static image versus a video, a static image versus a live countdown timer, and an animated image versus a video, Cineplex marketers documented the results. Each test was segmented at an approximate 50/50 split of the email list, used identical HTML templates, only swapping out the static and contextual elements for engagement comparison research.

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## Results

After eight months of tests, the results were clear. The addition of RealTime Email improved ticket sales via traditional email content over 68%. By integrating contextual elements, Cineplex was able to sell over 29,000 more tickets versus its traditional approach!



*"We initially began using LiveVideos to embed movie trailers in email campaigns to the 8 million members of our SCENE Loyalty Program for film promotions, a function our ESP did not support. The ease of use of the program allowed us to quickly begin including other features like LiveTimers, LiveImages, and LiveMaps.*

*"Our approach was to A/B test campaigns with traditional static images vs. real-time Liveimages with a goal of optimizing creative to increase ticket sale response rates. After eight months and over 80 campaigns, the results definitively showed the addition of RealTime Email significantly increased ticket sales!"*

- Daniel Ritchie, Manager, Loyalty & eCRM at Cineplex Entertainment

## About Cineplex

Cineplex is headquartered in Toronto, Canada, and operates 165 theaters with 1,683 screens from coast to coast, serving approximately 77 million guests annually through the following theater brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas and Scotiabank Theatres. Cineplex also owns and operates the UltraAVX™, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [www.cineplex.com](http://www.cineplex.com).