



Disney Interactive

DI Games Monthly Campaigns

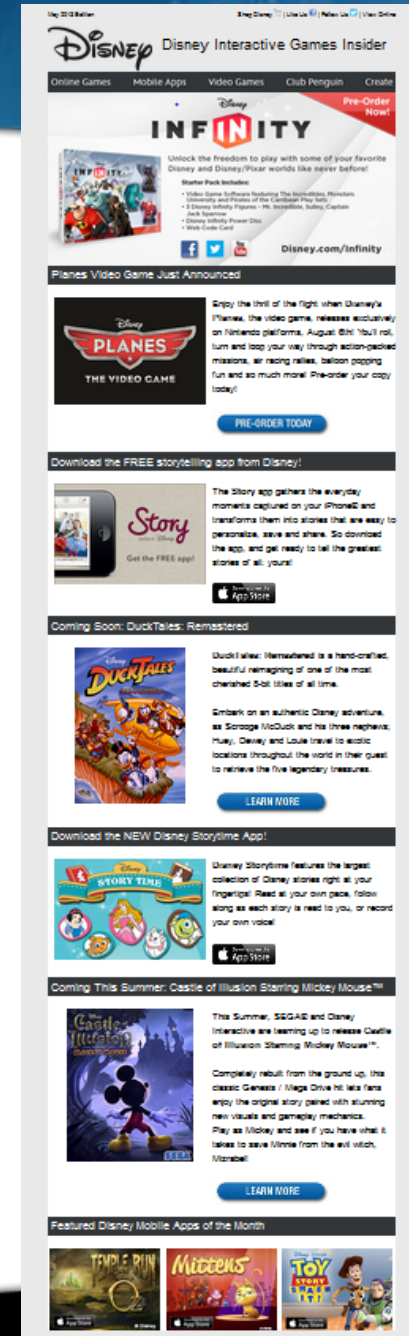
Email Campaign Summary Report FY13

May 2013 DI Games Monthly

- First ever edition of the Disney Interactive Games email was sent out on May 10th to **1,654,949** registered users (see larger version [here](#))
- The email generated an excellent open rate of **22.8%** although the click engagement wasn't as high as anticipated, generating a click rate of **0.87%** and **3.80%** click to open rate
- The **Story App** generated the most clicks, representing **23.8%** of all clicks in the email, followed by **Infinity** (**17.1%**) and **Duck Tales** (**15.5%**)

Row Labels	Sum of Clicks	% of Clicks
Castle of Illusion	1975	11.39%
Disney Store	155	0.89%
Duck Tales	2693	15.54%
Facebook	109	0.63%
Header	933	5.38%
Infinity	2963	17.09%
Logo	302	1.74%
Mobile - Mittens	722	4.16%
Mobile - Oz	551	3.18%
Mobile - TS	907	5.23%
Planes	1222	7.05%
Story	4119	23.76%
Web View	684	3.95%
Grand Total	17335	100.00%

- Generally, the higher you are placed in the email, the higher the engagement. In this first email, this was not the case as Planes only generated 7.1% of clicks while the 3 mobile apps, placed at the very bottom, performed well at 12.6%



May 2013 DI Games Monthly

- Subject line test was performed and results after 3 hours showed that SL2 was performing best, so decision was made to send this to the rest of the population

Subject Line	Opens	Open Rate	Clicks	Click to Open
SL1: Disney Interactive Games Insider May 2013 Edition	3,929	8.31%	147	3.74%
SL2: Games Insider Updates: Disney Infinity, Planes & More!	3,961	8.39%	162	4.09%
SL3: Get an Inside Look at Disney's Latest Games!	3,709	7.84%	143	3.86%
SL4: See What's New with Disney Interactive Games	3,923	8.31%	137	3.49%

- Surprisingly, SL1 turned out to be the better performer after collecting a few weeks worth of data. For next month, we will make sure to capture data for 24 hours before picking a winner

Subject Line	Opens	Open Rate	Clicks	Click to Open
SL1: Disney Interactive Games Insider May 2013 Edition	10,008	21.2%	330	3.30%
SL2: Games Insider Updates: Disney Infinity, Planes & More!	9,884	20.9%	314	3.18%
SL3: Get an Inside Look at Disney's Latest Games!	9,805	20.7%	331	3.38%
SL4: See What's New with Disney Interactive Games	10,046	21.3%	313	3.12%

Appendix

Results by Segment

Segment	Sent	Bounced	Bounce %	Delivered	Opens	Opens %	Clickers	CTD %	CTO %	Supp	Supp / Del %	Supp / Op %
Family of Business	1,155,335	47,952	4.15%	1,107,383	254,385	22.97%	8,484	0.77%	3.34%	1,812	0.16%	0.71%
MAC OS Where's My Water Franchise MAC OS and Franchise: Where's My Water and overall recency 0-24 months	202	5	2.48%	197	57	28.93%	11	5.58%	19.30%	1	0.51%	1.75%
Where's My Water Franchise Franchise: Where's My Water and overall recency 0-24 months	293	5	1.71%	291	81	27.84%	9	3.09%	11.11%	1	0.34%	1.23%
Purchase Where's My Water Purchase Where's My Water Keywords	1	2	200.00%	12	1	8.33%	-	0.00%	0.00%	-	0.00%	0.00%
Disney Game Fans Visitation to Disney Game Keywords (see below) and overall recency 0-24 months	225,527	4,721	2.09%	210,874	40,359	19.14%	2,259	1.07%	5.60%	694	0.33%	1.72%
MAC OS Disney Interactive RSID MAC OS and DOL-DISNEY INTERACTIVE STUDIOS RSID (58) AND overall recency 0-24	2,174	19	0.87%	2,006	601	29.96%	23	1.15%	3.83%	5	0.25%	0.83%
Disney Interactive RSID DOL-DISNEY INTERACTIVE STUDIOS RSID (58) AND overall recency 0-24	4,083	53	1.30%	3,843	801	20.84%	37	0.96%	4.62%	12	0.31%	1.50%
MAC OS Disney Shopping RSID Video Game Interest MAC OS and DISNEY SHOPPING-SHOPPING RSID (82) and ACXIOM VIDEO_GAMES_IND AND overall recency 0-12 months	2,709	57	2.10%	2,543	758	29.81%	31	1.22%	4.09%	9	0.35%	1.19%
Disney Shopping RSID Video Game Interest DISNEY SHOPPING-SHOPPING RSID (82) and ACXIOM VIDEO_GAMES_IND AND overall recency 0-12 months	6,522	149	2.28%	6,171	1,345	21.80%	86	1.39%	6.39%	17	0.28%	1.26%
MAC OS and Canada Residents Mac OS and Canada and overall recency 0-24 months	13,505	163	1.21%	12,613	6,095	48.32%	274	2.17%	4.50%	87	0.69%	1.43%
Canada Residents Canada Residents and overall recency 0-24 months	69,851	1,051	1.50%	66,555	22,258	33.44%	1,156	1.74%	5.19%	496	0.75%	2.23%
High Disney Affinity High Disney Affinity and any POC and overall recency 0-24 months	174,747	2,199	1.26%	166,918	32,864	19.69%	1,312	0.79%	3.99%	433	0.26%	1.32%
Total	1,654,949	56,376	3.41%	1,579,406	359,605	22.77%	13,682	0.87%	3.80%	3,567	0.23%	0.99%

Link Results by Product

Row Labels	Sum of Clicks
Castle of Illusion	1975
http://blogs.sega.com/2013/04/15/announcing-castle-of-illusion-featuring-mickey-mouse/	1975
Disney Store	155
http://www.disneystore.com/transfer/280559/	155
Duck Tales	2693
http://www.ducktalesremastered.com	379
http://www.ducktalesremastered.com/	2314
Facebook	109
http://www.facebook.com/DisneyInteractiveGames	109
Header	933
http://disney.go.com/create/	101
http://disney.go.com/disneyinteractivestudios/	172
http://disney.go.com/disneyinteractivestudios/games.html?platform=iPhone	295
http://disney.go.com/games/#/games/all/	247
http://www.clubpenguin.com/?country=US	118
Infinity	2963
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE PreOrder 05102013 COARgi #pre-order	225
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE PrimaryImage 05102013 COARgi 	350
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE WebURL 05102013 COARgi 	44
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB PreOrder 05102013 COARgi #pre-order	561
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB PrimaryImage 05102013 COARgi 	898
http://infinity.disney.com/?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB WebURL 05102013 COARgi 	147
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE PreOrder 05102013 COARgi #pre-order	100
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE PrimaryImage 05102013 COARgi 	132
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 CDE WebURL 05102013 COARgi 	19
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB PreOrder 05102013 COARgi #pre-order	28
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB PrimaryImage 05102013 COARgi 	75
http://infinity.disney.com/en-ca?cmp=EMC INFINITY Engage-DIGamesMay2013 FOB WebURL 05102013 COARgi 	10
http://twitter.com/disneyinfinity	78
http://twitter.com/DisneyInteract	107
http://www.facebook.com/DisneyInfinity	96
http://youtube.com/disneyinfinity	93

Link Results by Product continued

Row Labels	Sum of Clicks
Logo	302
http://games.disney.com	302
Mobile - Mittens	722
http://bit.ly/ZuMWVw	722
Mobile - Oz	551
http://bit.ly/12rc9RE	551
Mobile - TS	907
http://bit.ly/144LqXI	907
Planes	1222
http://www.gamestop.com/browse?nav=16k-3-disney+planes,28zu0	1222
Story	4119
https://itunes.apple.com/app/id548398240?mt=8	2269
https://itunes.apple.com/us/app/id597251953	1850
Web View	684
http://disney.go.com/partners/email/di_games/di_newsletter/20130508/	665
http://disney.go.com/partners/email/di_games/di_newsletter/20130508/ca/	19
Grand Total	17335