



Disney Interactive

DI Games Monthly Campaigns

Email Campaign Summary Report FY13

June 2013 Summary Report

- Second edition of the Disney Interactive Games email was sent out on June 6th to **1,171,808** registered users (see larger version [here](#))
- The email generated an excellent open rate of **20.5%** although the click engagement wasn't as high as anticipated, generating a click rate of **0.74%** and **3.60%** click to open rate
- Infinity generated the most clicks representing a total of **23.9%** of all clicks in the email, followed by **Story** (**16.33%**) and **Planes** (**12.17%**)

Row Labels	Sum of Clicks	% of Clicks
Story	1697	16.33%
Planes	1265	12.17%
Infinity - other	1223	11.77%
Infinity Facebook Sweeps	1192	11.47%
Header	938	9.02%
Monsters Storybook	926	8.91%
Mobile Where's My Summer	893	8.59%
Kingdom Hearts	778	7.49%
View Web Version	455	4.38%
Mobile Where's My Perry	330	3.17%
Mobile Where's My Water	287	2.76%
Mobile Mittens	271	2.61%
Shop Disney	88	0.85%
Footer Rules	51	0.49%
Grand Total	10394	100.00%

June 2013 Edition | Disney Interactive Games Insider

Online Games | Mobile Apps | Video Games | Club Penguin | Create

Disney INFINITY SWEEPSTAKES
WATCH LATEST TRAILER!
LIKE US ON FACEBOOK FOR A CHANCE TO WIN A DISNEY INFINITY STARTER PACK.
Disney.com/Infinity

Download the FREE storytelling app from Disney!

Story
The power of Story is in your hands.
Download the app, and get ready to tell the greatest stories of all: yours!
Available on the App Store

Check out the new Planes Video Game Trailer
Get ready to learn up and fly with Planes characters in the new Planes video game, releasing August 6th.
Exclusively on Nintendo Consoles.
WATCH TRAILER

Download the NEW Monsters University Storybook Deluxe App!
Relive the story of the film in this fully animated and interactive storybook app. Create your own Monsters University ID badge and monstrosity yourself! Play 3-D games, collect score cards, and don't forget to give your scarierest roar!
Available on the App Store

KINGDOM HEARTS Pre-order Art Book Offer
KINGDOM HEARTS HD 1.5 ReMIX is a brand new collection of the first three KINGDOM HEARTS titles in gorgeous high-definition. Relive the adventures of Sora, Donald, and Goofy by traveling through iconic Disney worlds to encounter new and familiar faces!
Pre-order today and receive a 24 page artbook!
PRE-ORDER AT GAMESTOP

FREE APP: Where's My Summer?
Celebrate summer fun with 12 exclusive beach-themed levels featuring Agent P! Hit the beach and conquer these whimsical, physics-based challenges! Agent P is trapped again, and it's up to you to help him escape and reach headquarters!
Available on the App Store

Featured Disney Mobile Apps of the Month
GOING AWAY TICKETS | MITTENS | ALVIN AND THE CHIPMUNKS: A NEW STORY

Subject Line Test Results

- Subject line test was implemented by testing:
 - The mention of “Disney Interactive” vs. “Games”
 - Calling out brands vs.
 - Default version mentioning month of edition (this will be compared month over month)
- 12 hours after the test was performed, the top two performing subject lines were SL1 & SL4
- The open rate between the two was nearly identical but the click to open was 23% higher with SL1 which is what we used to make the decision on going with SL1
- After 2 weeks of capturing data, SL4 turned out to be the real winner as it had a higher open and click to open rate.

Subject Lines (results after 2 weeks of data)	Open Rate	Click to Open
SL1: Disney Interactive Games Insider June 2013 Edition	17.1%	3.55%
SL2: Games Insider Updates: Story app, Monsters University and Much More!	16.7%	3.20%
SL3: Games Updates: Apps, Trailers, Sweepstakes & Much More!	16.7%	3.84%
SL4: Disney Interactive - Bringing You the Latest in Games	17.5%	3.77%

Appendix

Subject Line Results to Date

Month	Subject Lines (results after 2 weeks of data)	Open Rate	Click to Open
May	SL1: Disney Interactive Games Insider May 2013 Edition	21.2%	3.30%
May	SL2: Games Insider Updates: Disney Infinity, Planes & More!	20.9%	3.18%
May	SL3: Get an Inside Look at Disney's Latest Games!	20.7%	3.38%
May	SL4: See What's New with Disney Interactive Games	21.3%	3.12%
June	SL1: Disney Interactive Games Insider June 2013 Edition	17.1%	3.55%
June	SL2: Games Insider Updates: Story app, Monsters University and Much More!	16.7%	3.20%
June	SL3: Games Updates: Apps, Trailers, Sweepstakes & Much More!	16.7%	3.84%
June	SL4: Disney Interactive - Bringing You the Latest in Games	17.5%	3.77%