

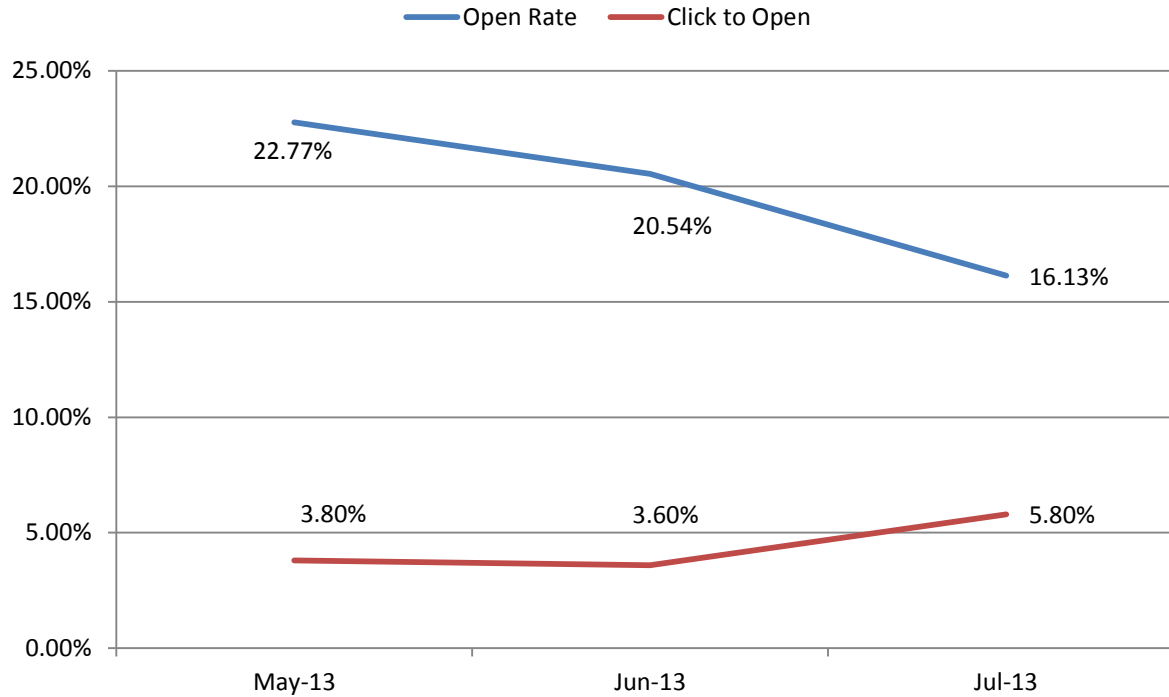


Disney Interactive

DI Games Monthly Campaigns

Email Campaign Summary Report FY13

Summary FY 13 Campaigns



Average Open Rate: 20.01%

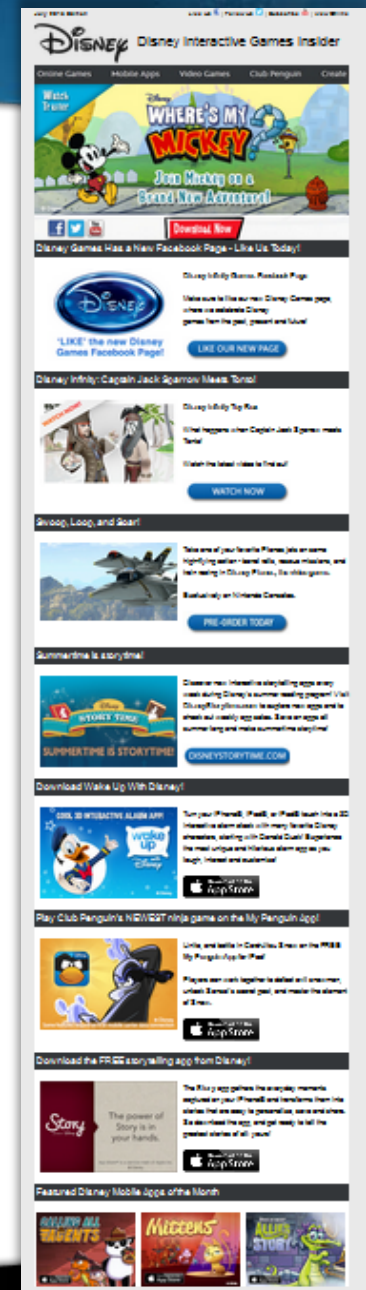
Average Click to Open Rate: 4.2%

July 2013 Summary Report

- Third edition of the Disney Interactive Games email was sent out on July 10th to **1,336,347** registered users (see larger version [here](#)).
- The email generated an open rate of **16.1%** which is down for the 3rd consecutive month. We competed with various other higher priority Disney email deployments that week so our audience was less targeted.
- On a positive note, our click to open saw a **38% increase** in click to opens from previous month.

Row Labels	Sum of Clicks	% of Clicks
Mickey	4446	28.31%
Wake Up	2448	15.59%
Header	1910	12.16%
Infinity	1880	11.97%
Facebook New Page	1073	6.83%
Story Time	639	4.07%
View Online	614	3.91%
Story	587	3.74%
Planes	482	3.07%
Club Penguin	464	2.95%
Mobile Perry	408	2.60%
Mobile Mittens	381	2.43%
Mobile Water	371	2.36%
Grand Total	15703	100.00%

- Where's My Mickey? generated the most clicks, representing a total of 28.3% of all clicks in the email followed by Wake-Up (15.59%).



Subject Line Test Results

- Subject line test was implemented by testing:
 - The mention of “Disney Interactive” vs. “Games”
 - Calling out brands
 - Default version mentioning month of edition (this will be compared month over month)
- 24 hours after the test was performed, the top performing subject line was #4

Subject Lines (results after 2 weeks of data)	Open Rate	Click to Open
SL1: Disney Interactive Games Insider July 2013 Edition	13.05%	5.88%
SL2: See What's New with Disney Interactive Games	12.70%	6.49%
SL3: Games Insider Updates: Where's My Mickey, Story App & Much More!	12.58%	6.41%
SL4: Get an Inside Look at Disney's Latest Apps & Games!	13.39%	7.03%

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%
July	SL1: Disney Interactive Games Insider July 2013 Edition	13.05%	5.88%
July	SL2: See What's New with Disney Interactive Games	12.70%	6.49%
July	SL3: Games Insider Updates: Where's My Mickey, Story App & Much More!	12.58%	6.41%
July	SL4: Get an Inside Look at Disney's Latest Apps & Games!	13.39%	7.03%

Top Performing Products

May

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

June

Row Labels	Sum of Clicks	% of Clicks
Infinity	2415	23.23%
Story	1697	16.33%
Planes	1265	12.17%
Header	938	9.02%
Monsters Storybook	926	8.91%
Mobile Summer	893	8.59%
Kingdom Hearts	778	7.49%
View Web Version	455	4.38%
Mobile Perry	330	3.17%
Mobile Water	287	2.76%
Mobile Mittens	271	2.61%
Shop Disney	88	0.85%
Footer Rules	51	0.49%
Grand Total	10394	100.00%

July

Row Labels	Sum of Clicks	% of Clicks
Mickey	4446	28.31%
Wake Up	2448	15.59%
Header	1910	12.16%
Infinity	1880	11.97%
Facebook New Page	1073	6.83%
Story Time	639	4.07%
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