

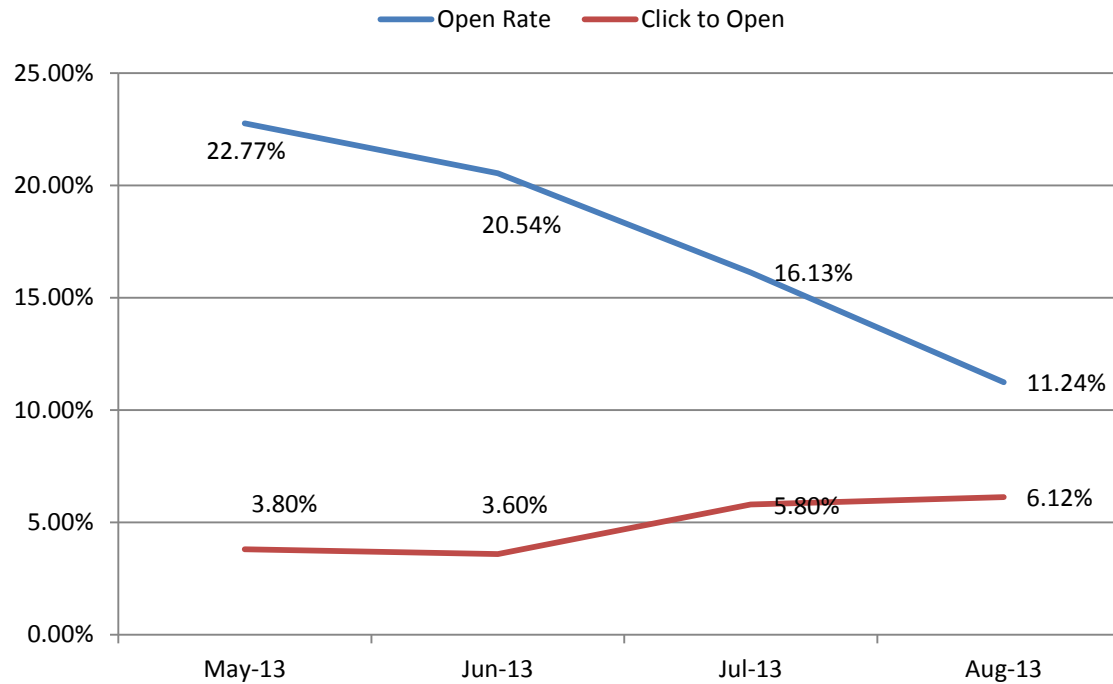


Disney Interactive

DI Games Insider

Email Campaign Summary Report FY13

DI Games Insider: Summary FY 13

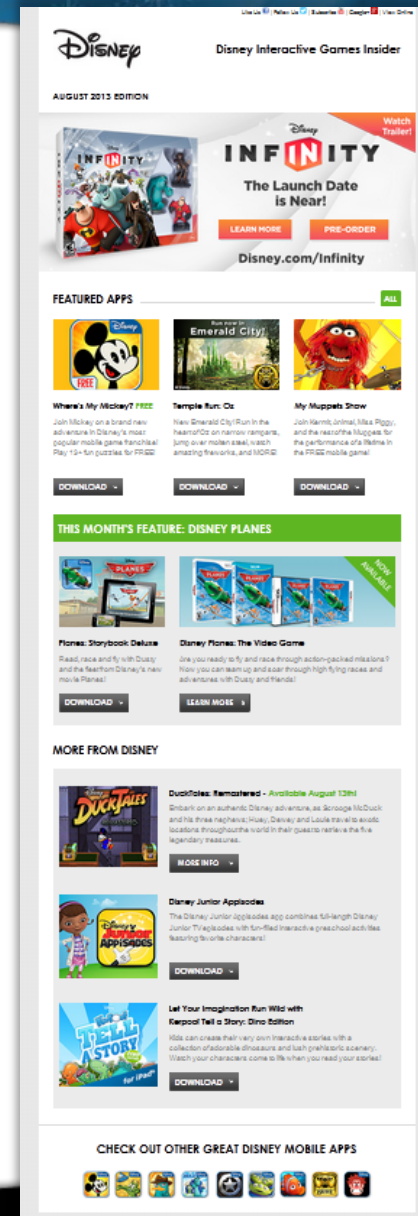


Average Open Rate: 18.3%

Average Click to Open Rate: 4.5%

August 2013 Campaign: Summary

- Third edition of the Disney Interactive Games Insider email was sent out on August 7th to **976,821** registered users (see larger version [here](#)).
- The email generated one of the lowest open rates seen to date at **11.2%**. We competed with various other higher priority Disney email deployments that week so our audience was smaller and less targeted. I am currently looking into creating and growing a dedicated newsletter list so that we are not always relaying on the Family of Business house list.
- Click to open (**6.12%**) saw a jump for the 4th consecutive month and beat out our DI Games average of 5.7%. The newly revised template can be reason behind this but will know more after a few more drops. The template was also coded in a [responsive design](#) format which means the email adapts for different devices and screen sizes.
- “Where’s My Mickey FREE” generated the most interest with 27% of all clicks in the email. Bit of a surprise given we did not call this app out in the subject line (*Games Insider Updates: Planes, Disney Infinity, New Apps & More!*).
- “Disney Infinity” came in second with “21%” of all clicks. No other product had over 8% of clicks (see next slide for breakdown).
- The “Featured Apps” section was the most engaged with “Where’s My Mickey” helping it lead the way. I will be monitoring each section which will help with future placement strategies (see next slide for breakdown).



August 2013 Campaign: Content Performance

Product	Total Clicks	% of Clicks
Mickey Free	2,161	27.07%
Infinity	1,734	21.72%
Mobile Footer	605	7.58%
Planes Storybook	577	7.23%
Header	550	6.89%
DuckTales	501	6.28%
Temple Oz	495	6.20%
Muppets	361	4.52%
Appisodes	244	3.06%
Planes Game	189	2.37%
Disney Logo	189	2.37%
Kerpoof	118	1.48%

Section in Template	% of Clicks
Header	9.26%
Primary	21.72%
Featured Apps	38.88%
This Month's Feature	10.28%
More from Disney	12.28%
Footer	7.58%

