

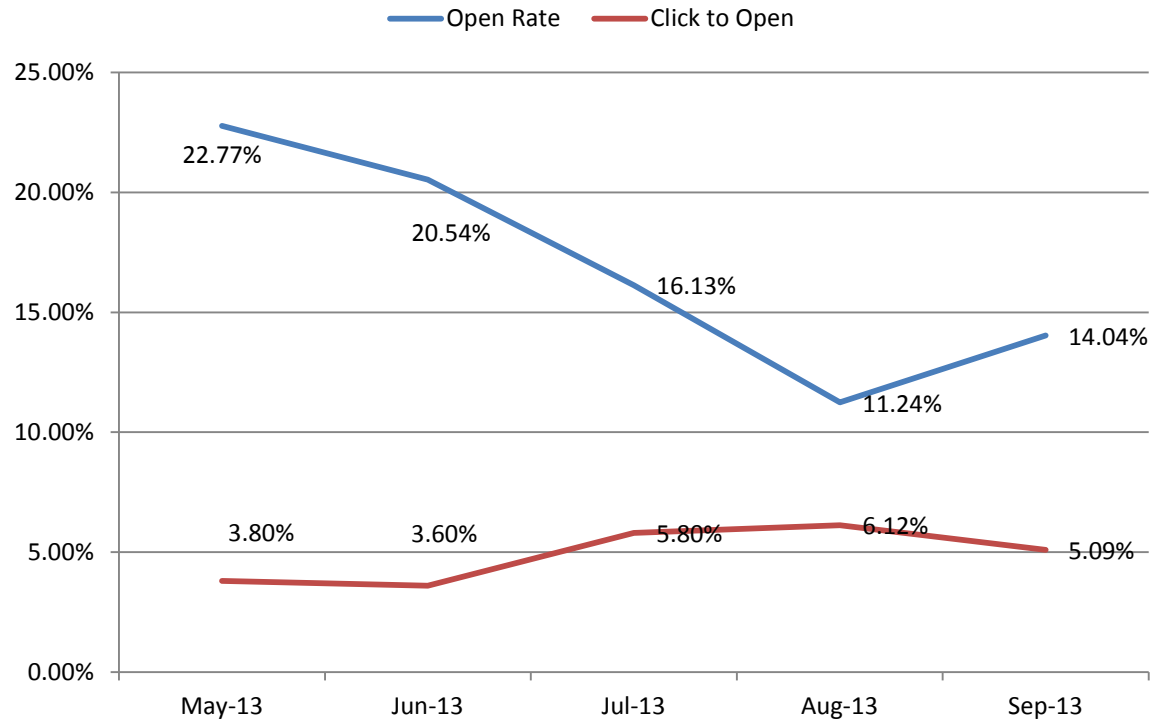


Disney Interactive

DI Games Insider

Email Campaign Summary Report FY13

DI Games Insider: Summary FY 13

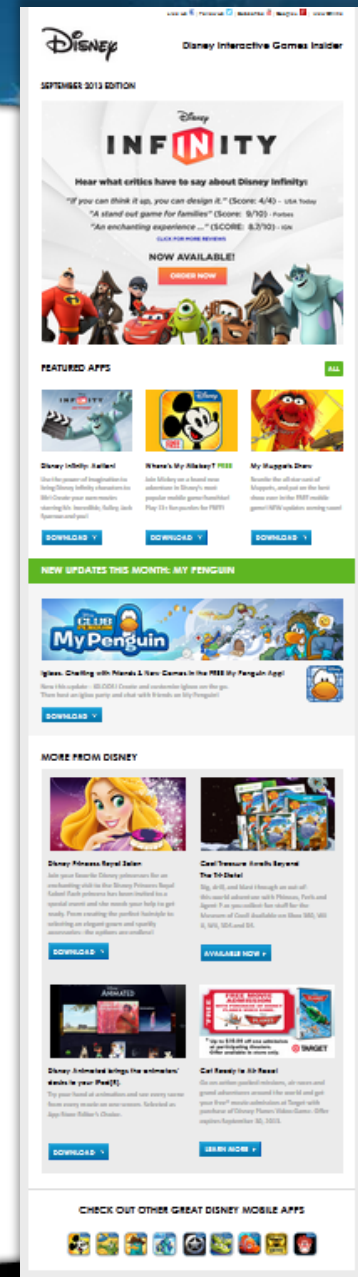


Average Open Rate: 16.9%

Average Click to Open Rate: 4.64%

September 2013 Campaign: Summary

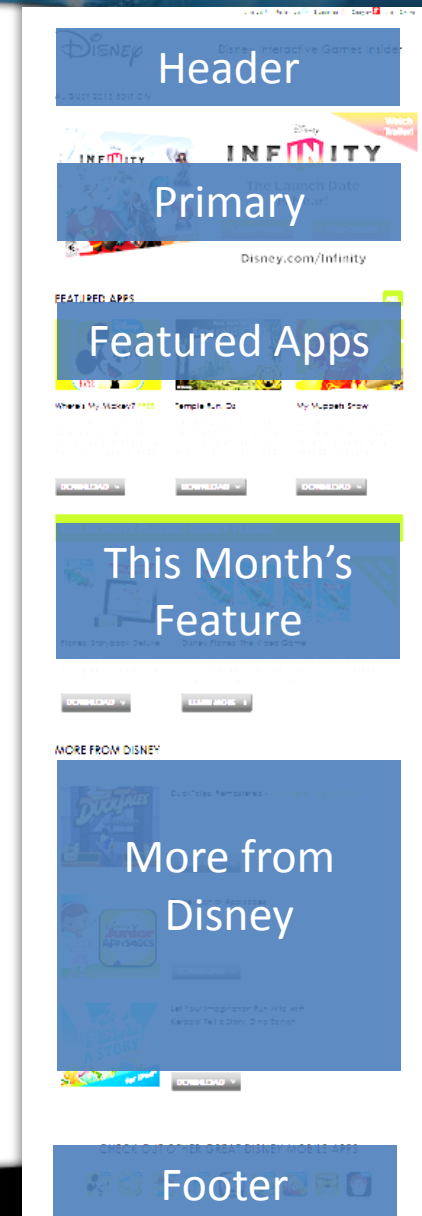
- This month's Disney Interactive Games Insider email was sent out on September 6th to **2,418,375** registered users, our largest audience for this newsletter to date (see larger version [here](#)).
- The open rate finally saw an upward spike at **14%**.
- Click to open (**5.09%**) saw a decline for the 1st time yet was above the average of 4.64%.
- "Where's My Mickey FREE" generated the most interest with 24% of all clicks in the email. This is the second consecutive month this app was the most engaged of all products displayed.
- "Disney Infinity" came in second with 12.8%" of all clicks.
- Unlike last month, September's newsletter had consistent engagement throughout the newsletter (see next slide for % of clicks by product).
- The "Featured Apps" section was the most engaged with "Where's My Mickey" once again leading the way.
- We implemented a mobile vs. desktop version to prove that a mobile designed format (e.g. responsive) would generate more engagement. The results proved that to be the case with desktop version having a click to open rate of 3.75% vs. mobile version's of 4.47%.



September 2013 Campaign: Content Performance

Product	Total Clicks	% of Clicks
Where's My Mickey	4732	24.01%
Infinity	2523	12.80%
Infinity Action!	2384	12.10%
Princess Royal	2248	11.41%
Header	2110	10.71%
Mobile Footer	1950	9.89%
Muppets	1550	7.86%
Club Penguin	863	4.38%
Animated	598	3.03%
Planes Video	390	1.98%
Phineas	360	1.83%

Section in Template	% of Clicks
Header	10.71%
Primary	12.80%
Featured Apps	43.97%
This Month's Feature	4.38%
More from Disney	18.25%
Footer	9.89%



Appendix

Summary FY 13 DI Games Insider Campaigns

[illegible]

Content Performance by Month & Section

	% of Clicks	
Section in Template	August	September
Header	9.26%	10.71%
Primary	21.72%	12.80%
Featured Apps	38.88%	43.97%
This Month's Feature	10.28%	4.38%
More from Disney	12.28%	18.25%
Footer	7.58%	9.89%