

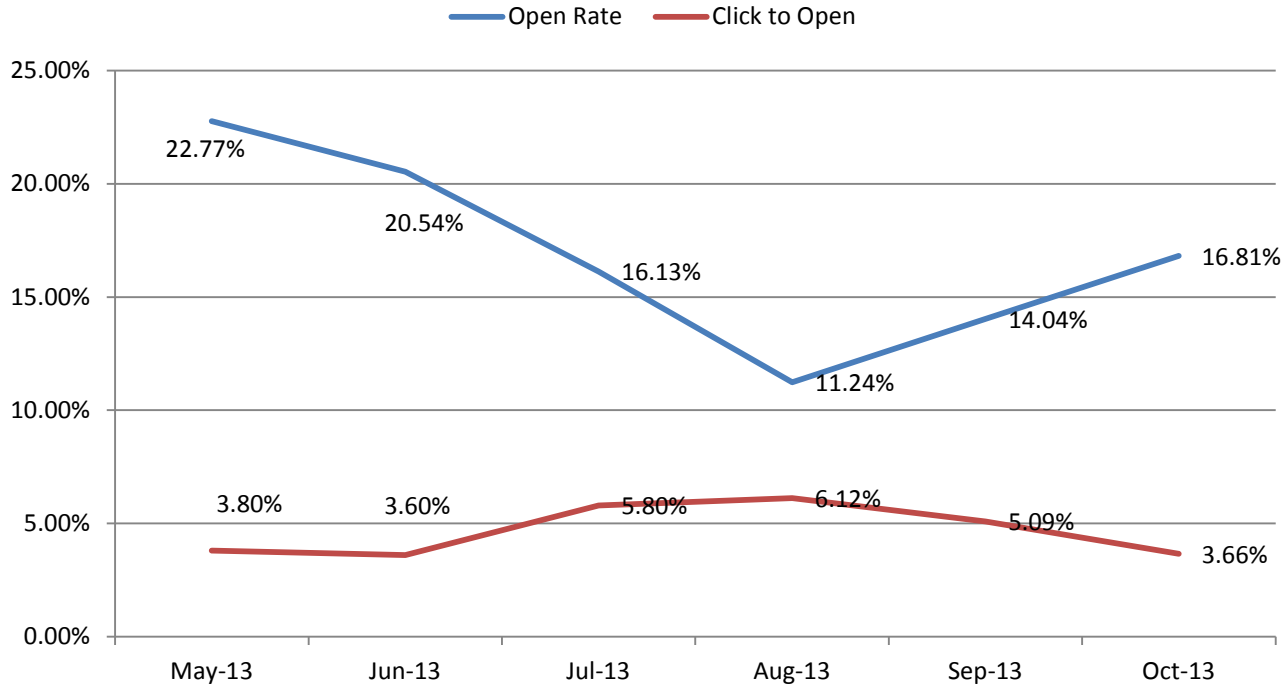


Disney Interactive

DI Games Insider

Email Campaign Summary Report FY13/14

DI Games Insider: Summary FY 13/14

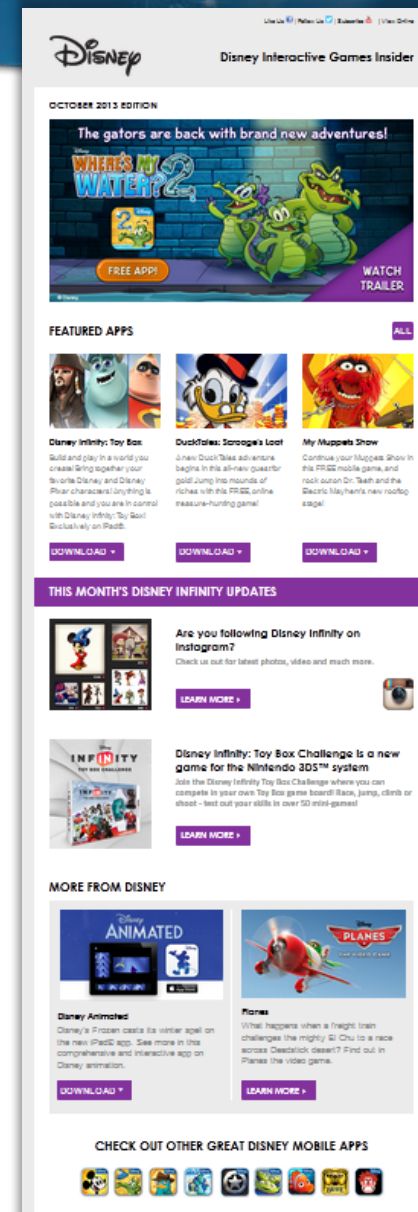


Average Open Rate: 16.9%

Average Click to Open Rate: 4.28%

October 2013 Campaign: Summary

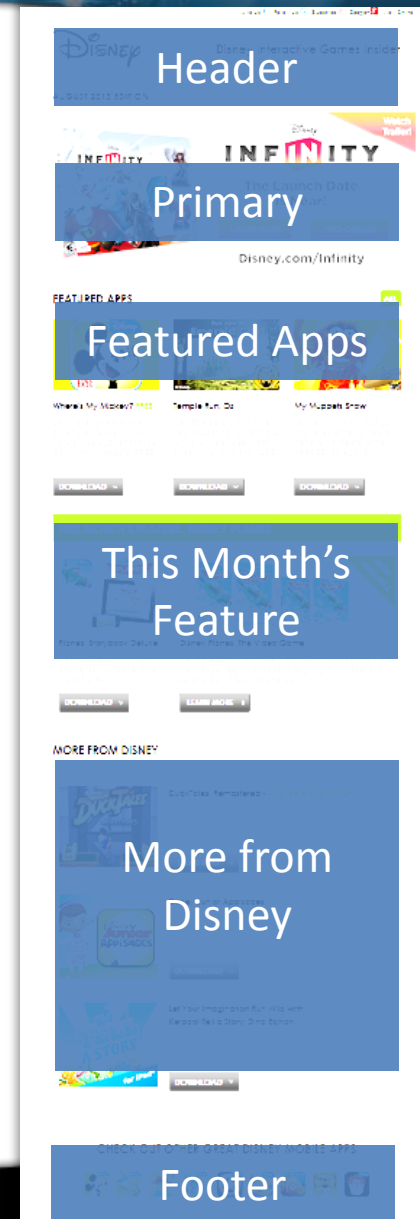
- This month's Disney Interactive Games Insider email was sent out on October 4th to **4,574,936** registered users, **our largest audience for ANY Disney Interactive email ever** (see larger version [here](#))!
- Even with such a large audience, we saw the open rate climb again for the 3rd consecutive month to 16.8%.
- Click to open (3.66%) saw a decline but expected given the large audience.
- “Where’s My Water? 2” generated the most interest with 19% of all clicks in the email, with 13% going to the “Free App” CTA and 6% going to the trailer. The “Where’s My” franchise continues to perform well in these newsletters.
- Surprisingly, the app footer came in third with 13%” of all clicks (see [slide 7](#) for more details).
- The “Featured Apps” section was the most engaged with “Disney Infinity: Toy Box” leading the way.
- DuckTales (590 installs) had a 14% click-to -install conversion rate while My Muppets (402 installs) was slightly higher at 17%.
- We changed the template layout for “This Month’s” section by making it a horizontal view. We were rewarded with high engagement, particularly on “Infinity Instagram” where we generated over 3200 clicks, leading to a 6% increase in followers on day of launch (see [slide 8](#) for more details).



October 2013 Campaign: Content Performance

Product	Total Clicks	% of Clicks
WMW2 - Download	4354	13.38%
Infinity TB	4343	13.35%
Footer	4248	13.06%
DuckTales	4183	12.86%
Header	3425	10.53%
Infinity Instagram	3292	10.12%
My Muppets	2337	7.18%
WMW2 - Trailer	1833	5.63%
Disney Animated	1425	4.38%
Planes	1340	4.12%
More Apps	1030	3.17%
Infinity 3DS	728	2.24%

Section in Template	% of Clicks
Featured Apps	36.55%
Primary	19.01%
Footer	13.06%
More From Disney	12.35%
Header	10.53%
This Month's Feature	10.12%



Appendix

Summary FY 13/14 DI Games Insider Campaigns

Month	Audience	Open Rate	Click Rate	Click to Open	Creative
May	1,654,949	22.77%	0.87%	3.80%	Click here
June	1,171,808	20.54%	0.74%	3.60%	Click here
July	1,336,347	16.13%	0.94%	5.80%	Click here
August	976,821	11.24%	0.69%	6.12%	Click here
September	2,418,375	14.04%	0.71%	5.09%	Click here
October	4,574,936	16.81%	0.62%	3.66%	Click here

Content Performance by Month & Section

	% of Clicks		
Section in Template	August	September	October
Header	9.26%	10.71%	10.53%
Primary	21.72%	12.80%	19.01%
Featured Apps	38.88%	43.97%	36.55%
This Month's Feature	10.28%	4.38%	10.12%
More from Disney	12.28%	18.25%	12.35%
Footer	7.58%	9.89%	13.06%

- October included a change to how the footer links were coded. In past newsletters, all icons went to the <http://games.disney.com/mobile-apps> page. In October, we linked to each individual app page which showed a huge bump in % of clicks.

Disney Infinity Instagram Results

