

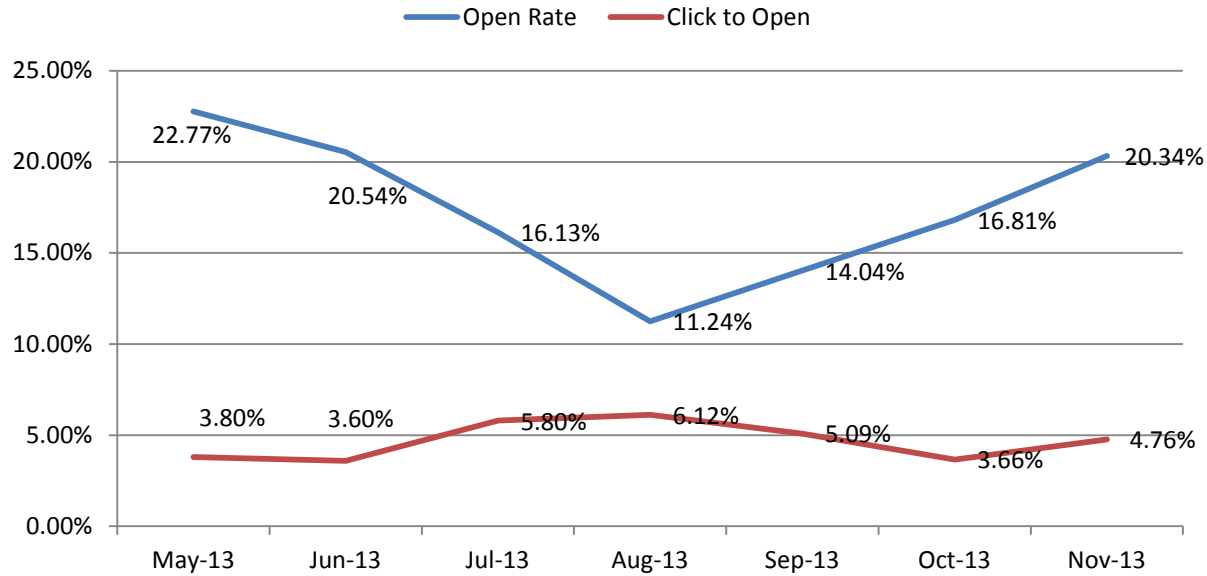


Disney Interactive

# DI Games Insider

Email Campaign Summary Report FY13/14

# DI Games Insider: Summary FY 13/14

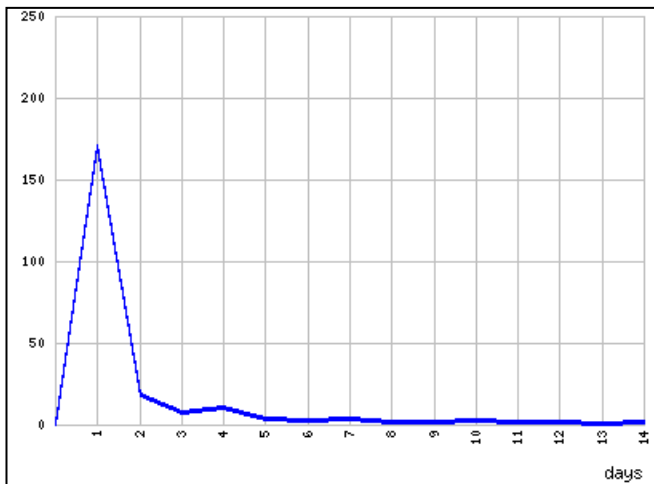


Average Open Rate: 17.3%

Average Click to Open Rate: 4.35%

# November 2013 Campaign: Summary

- This month's Disney Interactive Games Insider email was sent out on November 13<sup>th</sup> to **1,806,098** registered users. [Click here](#) to view full version of this email and make sure to resize in your browser to view mobile format!
- The open rate climbed for the 4<sup>th</sup> consecutive month to 20.3%. We performed a subject line test that allowed us to optimize the end result.
- Click to open (4.76%) saw an increase for the first time in 4 months
- 95% of all click activity took place within the first 48 hours, which is consistent with what we have seen in the past. Given these results it is critical to keep on schedule if there is a time sensitive promotion.



Disney Interactive Games Insider  
November 2013 Edition

**BUILD YOUR VERY OWN DEATH STAR IN THE ALL-NEW MOBILE GAME!**

**TINY DEATH STAR WARS**

DOWNLOAD TODAY

**FEATURED APPS**

**Disney Infinity: Toy Box!**  
Build and play in a world you create! Bring together your favorite Disney and Disney/Pixar characters! Anything is possible!  
Exclusively on iPad.

**Stack Rabbit!**  
FREE DOWNLOAD! Hop in and play a wild new puzzle adventure from Disney and the creators of Where's My Water! Hop, stack and match veggies as Ban the Rabbit!

**Where's My Mickey?**  
NEW CONTENT! Download today and play new levels inspired by the new Mickey Cartoons, plus 40 brand new levels featuring Minnie Mouse and Mickey's pals.

**THIS MONTH'S DISNEY INFINITY UPDATES**

**Infiniti Instagram**  
We Want to See You In Action! Show us what Disney Infinity means to you by snapping a photo for Twitter & Instagram & tagging with #MyDisneyInfinity! We will share our favorites!

**Infiniti Forums**  
The Disney Infinity Forums are your space to connect with Disney Infinity fans from around the world and discuss everything Disney Infinity. Check it out!

**Disney Infinity News**  
Stay up-to-date with the latest news from Disney Infinity! See what's new this month!

**MORE FROM DISNEY**

**Disney Animated**  
Bring the magic of Frozen to life with Disney Animated, a spellbinding iPad app featuring an unprecedented look at Disney animation.

**Story**  
Get the Mickey in Paris premium theme for FREE and add the magic of Disney storytelling to your own stories!

**CHECK OUT OTHER GREAT DISNEY MOBILE APPS**

# November 2013 Campaign: Summary

Content	Total Clicks	% of Clicks	Installs
Animated	502	3.46%	9
Header	1605	11.06%	n/a
Infinity Forums	247	1.70%	n/a
Infinity Instagram	206	1.42%	n/a
Infinity News	834	5.74%	n/a
Logo	374	2.58%	n/a
Mobile - All Button	494	3.40%	n/a
Mobile Apps Footer	1551	10.68%	n/a
Stack Rabbit	1061	7.31%	4
Story	570	3.93%	n/a
Tiny Death Star	4657	32.08%	721
Toy Box	1413	9.73%	n/a
Where's My Mickey?	1004	6.92%	n/a
<b>Grand Total</b>	<b>14518</b>	<b>100.00%</b>	<b>n/a</b>

- With the exception of Tiny Death Star which saw a 15% click-to-install conversation rate, the email had minimal impact on the other 2 tagged apps.
- Tiny Death Star represented 32% of all click activity
- The app footer continues to perform well 10.7% of all clicks. We will be changing the icons and call to action in upcoming

**Subject line test:** results after 6 hours of testing drew very similar results. After collecting 2 weeks of data, the subject line that best performed after 6 hours ended up as the 3<sup>rd</sup> top performer. If time permits, our goal is always to wait 24 hours from deployment to avoid such results.

Subject Line Test Results	Sent	Open Rate	Click Rate	Click To Open
SL 1: Games Updates: Tiny Death Star, Stack Rabbit & Much More!	39,377	15.12%	0.76%	5.04%
SL2: Get an Inside Look at Disney's Latest Apps & Games!	39,336	15.68%	1.07%	6.83%
SL3: See What's New in November - Disney Interactive Games Insider	39,247	15.47%	0.91%	5.88%
SL4: Disney Interactive Games Insider   November 2013 Edition	39,124	15.79%	0.99%	6.26%
Winner: See What's New in November - Disney Interactive Games Insider	1,649,014	20.80%	0.97%	4.67%
<b>Total</b>	<b>1,806,098</b>	<b>20.34%</b>	<b>0.97%</b>	<b>4.76%</b>

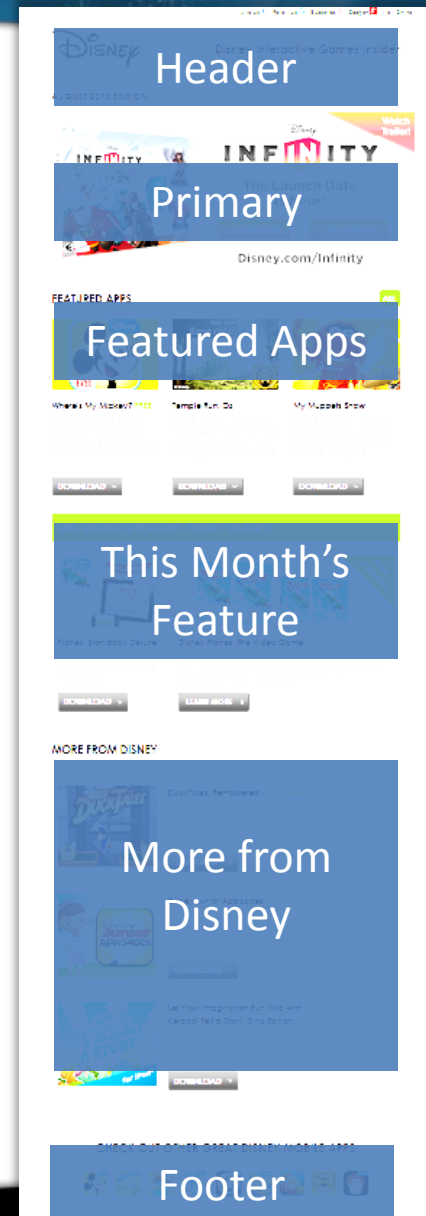
# Appendix

# 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%	<a href="#">Click here</a>
June	1,171,808	20.54%	0.74%	3.60%	<a href="#">Click here</a>
July	1,336,347	16.13%	0.94%	5.80%	<a href="#">Click here</a>
August	976,821	11.24%	0.69%	6.12%	<a href="#">Click here</a>
September	2,418,375	14.04%	0.71%	5.09%	<a href="#">Click here</a>
October	4,574,936	16.81%	0.62%	3.66%	<a href="#">Click here</a>
November	1,806,098	20.3%	0.97%	4.76%	<a href="#">Click here</a>

# Content Performance by Month & Section

Section in Template	% of Clicks			
	August	September	October	November
Header	9.26%	10.71%	10.53%	13.63%
Primary	21.72%	12.80%	19.01%	32.08%
Featured Apps	38.88%	43.97%	36.55%	27.36%
This Month's Feature	10.28%	4.38%	10.12%	8.86%
More from Disney	12.28%	18.25%	12.35%	7.38%
Footer	7.58%	9.89%	13.06%*	10.68



\* 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.