

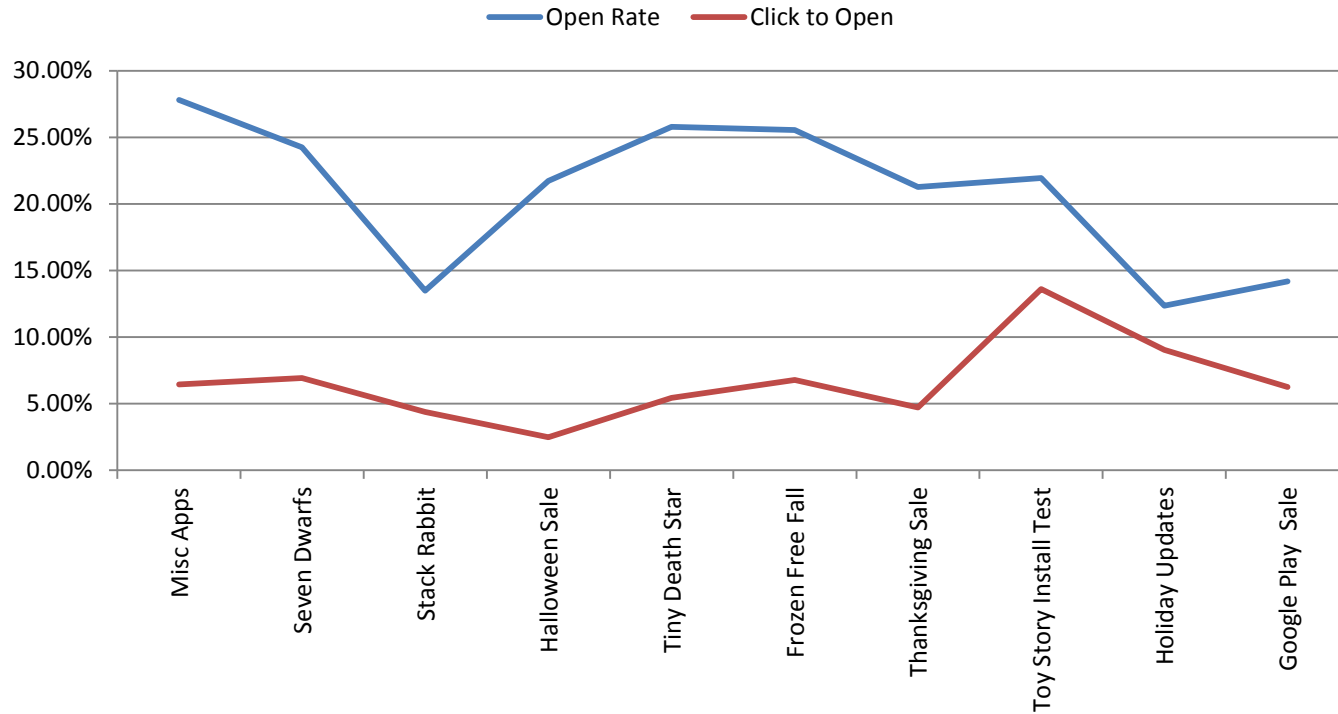


Disney Interactive

Disney Mobile FY14

Email Campaign Summary Report

Summary FY 14 Campaigns



Average Open Rate: 21.0%

Average Click to Open Rate: 6.1%

12/26/13 Google Play Sale

View larger version of email [here](#). Resize your browser to view the template change for mobile users.

Overall, not one of our best performing emails when comparing the metrics with past campaigns. A couple of possible reasons:

- a) Segment included unknown mobile device users to increase reach
- b) Campaign was sent day after Christmas

Total Audience Reach: **932k**

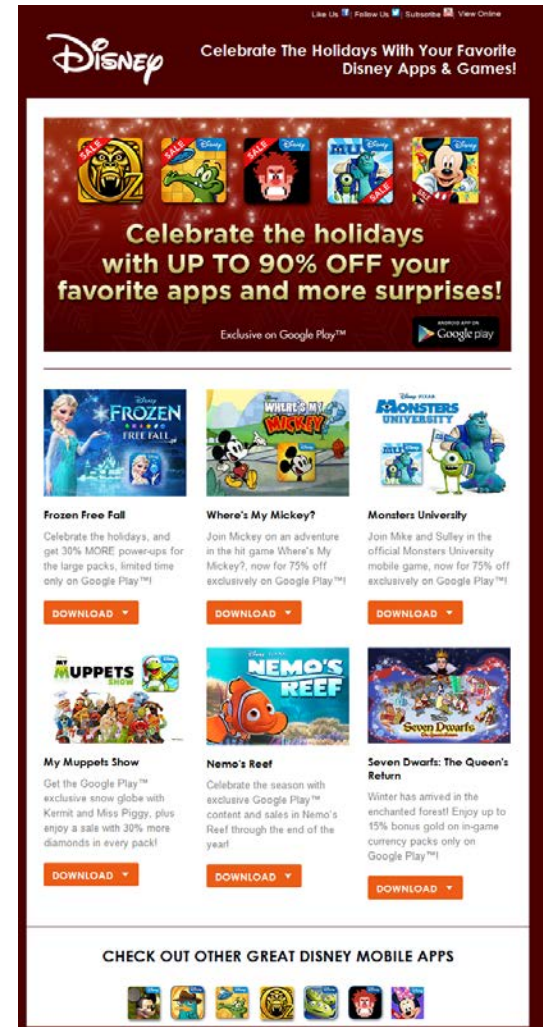
Total Open Rate: **14.3%**

Total Click to Open Rate: **6.6%**

Installs: **14 combined installs** captured by Kochava metrics for Muppets/Nemo/Dwarfs

Top performing sections:

- **32%** of all clicks took place on primary image
- Frozen Free Fall generated **20%** of all clicks
- Where's My Mickey followed with **13%**



12/19/13 Holiday Updates

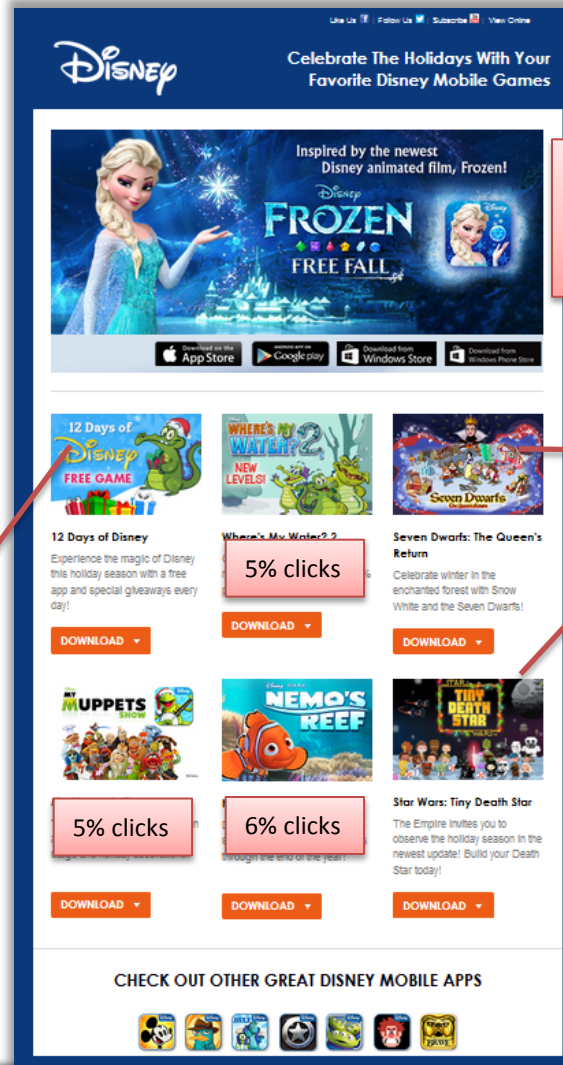
View larger version of email [here](#). Resize your browser to view the template change for mobile users.

Total Audience Reach: **2.1M**
Total Open Rate: **12.5%**
Total Click to Open Rate: **9.04%**

Installs:

Frozen was only app with Kochava links and brought in 1,116 iOS installs (~\$295 in revenue) & 71 Play installs (~\$22)

12 Days of Disney had 16% of all clicks



Frozen was by far best performing, generating **35% of all clicks** (with iOS leading the way at 25% of all clicks)

Dwarfs & TDS each generated 7% of clicks

5% clicks

5% clicks

6% clicks

Top Performing Segments Include:

- High Disney infinity: 19% open, 4.0% CTO
- Holiday Fans: 18% open, 3.1% CTO
- DI responders: 17% open, 3.8% CTO

12/5/13 Toy Story

View larger version of email [here](#). Resize your browser to view the template change for mobile users.

Dedicated Toy Story campaign was a test to determine if email, which is a low-cost digital channel, could help drive installs for apps that no longer have a marketing budget.

Installs

Did not see a major spike in installs when looking back at the past month.

DAU

Average DAU was much higher for those 3 days (Dec 6-8) when comparing to average DAU since October 1st. Unfortunately Kochava metrics are not available to determine revenue generated from this higher DAU.

Average per day since Oct 1

Row Labels	Average of DAUs
Toy Story: Smash It!	15,499
Toy Story: Smash It! FREE	42,849
Toy Story: Smash It! Lost Episode	45,928

Average from Dec 6 – 8

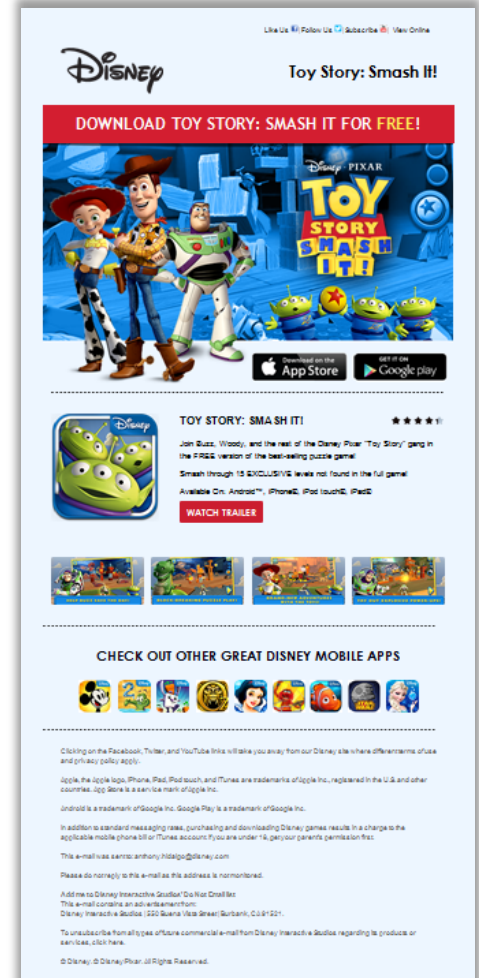
Row Labels	Average of DAUs
Toy Story: Smash It!	17,070
Toy Story: Smash It! FREE	52,522
Toy Story: Smash It! Lost Episode	50,907

Email Metrics

Total Audience Reach: 441k

Total Open Rate: 23.0%

Total Click to Open Rate: 13.0%



11/28/13 Thanksgiving Sale

View larger version of email [here](#) and note the animation of fallen leaves added to main image.

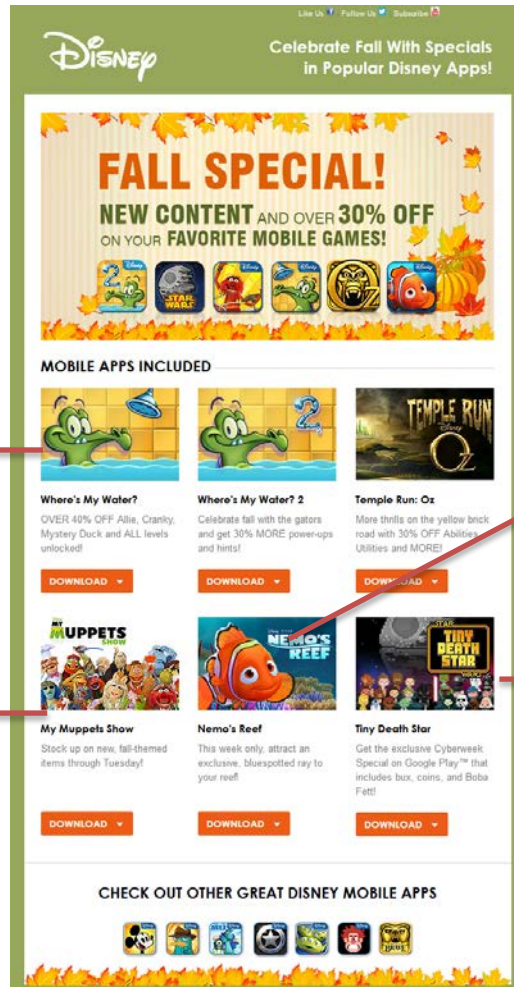
Also make sure to resize your browser to view the template change for mobile users.

21% Open Rate

3.8% Click to
Open Rate

Strong offer helped Where's My Water? generate 14% of all clicks.

My Muppets was also strong with 9.7% of all clicks and also brought in 189 installs.



Top Performing Segments Include:

- Canadians: 55% open, 4.3% CTO
- Princess Fans: 31% open, 1.2% CTO
- DI responders: 27% open, 0.9% CTO

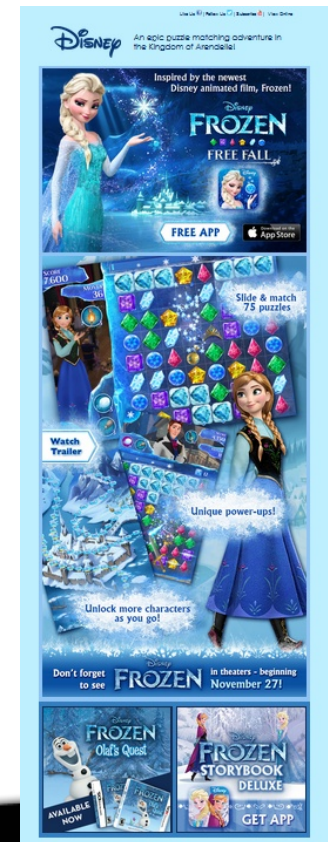
17% of all clicks: Nemo continues to perform well in all emails regardless of placement in template.

TDS had strong performance with 10% of all clicks although it only brought in 32 installs from this email.

11/21/13 Frozen Free Fall

Subject Line	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
NEW Disney Mobile App - Frozen Free Fall!	34,283	8,329	24.29%	768	2.24%	9.22%
Frozen Free Fall - New Epic Puzzle Matching Adventure!	34,054	8,011	23.52%	726	2.13%	9.06%
Explore The Land of Snow in Frozen Free Fall - A New Disney Mobile App!	34,042	8,059	23.67%	609	1.79%	7.56%
Frozen Free Fall - Now Available for Download!	34,213	8,771	25.64%	753	2.20%	8.59%
Frozen Free Fall - Now Available for Download! (winner)	1,674,428	429,803	25.67%	28,504	1.70%	6.63%
Total	1,811,020	462,973	25.56%	31,360	1.73%	6.77%

- This email was part of a larger synergy campaign between Free Fall, Olaf's Quest and the Digital Book
- View larger version of emails:
 - Free Fall [here](#) (resize your browser to see mobile friendly version)
 - Olaf's Quest [here](#) (resize as well)
 - Digital Book [here](#)
- Frozen Free Fall email campaign performed exceptionally well, generating 25% open rate and a 6.7% click to open rate.
- Subject Lines were tested to optimize performance and once again we see that putting the app name in the front + using the word "download" drives the most engagement
- Click activity:
 - Primary image with App Store badge generated 42% of all clicks
 - Watch trailer came a distant second with 8%
 - All 3 synergy sections (Theatrical, Olaf's Quest and Digital Book) generated less than 1% of clicks
- Installs: 6,839 total installs from ~20k clicks which makes it one of our highest click-to-install rates to date at 33%. We are looking to expand on install reporting by creating unique Kochava links per template area to determine if there is a specific "hot spot" or driver (e.g. badge vs. image) for the installs.
- Mobile readership continues to be above 50% - see next slide for details



11/21/13 Frozen Free Fall: Mobile Activity

Reading environment



Mobile 54.0%
Desktop 31.8%
Webmail 14.2%

54% of emails opened were read on a mobile device.

29.7% were on an iPhone

14.6% were on an iPad

8.6% were on an Android

Opens and clicks continue to perform exceptionally well when email is viewed from a mobile device!


Demographic	Sent	Received	Total Opens		Total Clicks	
	#	#	#	% of Rec	#	% of Rec
AOL Mail	78	78	19	(24.4%)	3	(3.8%)
Apple iPad	9608	9387	7707	(82.1%)	764	(8.1%)
Apple iPhone	21906	21578	13267	(61.5%)	1070	(5.0%)
BlackBerry	217	214	118	(55.1%)	8	(3.7%)
Gmail	224	224	74	(33.0%)	8	(3.6%)
Google Android	3276	3239	2042	(63.0%)	124	(3.8%)
Live Hotmail	1	1	1	(100.0%)	0	(0.0%)
Web version	120	111	39	(35.1%)	7	(6.3%)
Windows Phone	81	79	39	(49.4%)	6	(7.6%)

11/7/13 Tiny Death Star

Device	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
iOS	215,154	107,139	49.80%	3,722	1.73%	3.47%
Play	30,565	10,891	35.63%	609	1.99%	5.59%
Windows	619	177	28.59%	48	7.75%	27.12%
All others	2,061,868	477,526	23.16%	28,005	1.36%	5.86%
Grand Total	2,308,206	595,733	25.81%	32,384	1.40%	5.44%


- A version of each device was created to make this a more personalized experience. View the “all” version of email [here](#) (resize your browser to see mobile friendly version).
- These device-specific templates continue to perform at a high rate as we saw 49% open rate from iOS and 35% from Android. Windows sample size is still too small to make any conclusions but one can assume it will continue to perform well above the non-personalized template.
- We first implemented a subject line test to a generic audience before sending out the device-specific versions. Once again we saw the best performer being the one with the strong brand name in the beginning and mention of “download”

Subject Line	Open Rate	Click Rate	Click to Open
Star Wars: Tiny Death Star - Now Available for Download!	21.19%	1.63%	8.00%
Star Wars: Tiny Death Star - Build Your Own Death Star in this NEW App!	20.45%	1.63%	8.00%
Star Wars: Tiny Death Star - New Disney Mobile App!	20.35%	1.69%	9.00%
Download Star Wars: Tiny Death Star Today!	19.78%	1.79%	10.00%
Grand Total	20.66%	1.65%	7.98%







An All-New Mobile Game About Everyone's Favorite Space Station!


From Disney Mobile, in partnership with LucasArts and NimbleBit, comes ...




Download Today


Attract Galactic bitizens, run businesses, and build your very own Death Star!



Build a Death Star level by level



Fund the Empire's Schemes

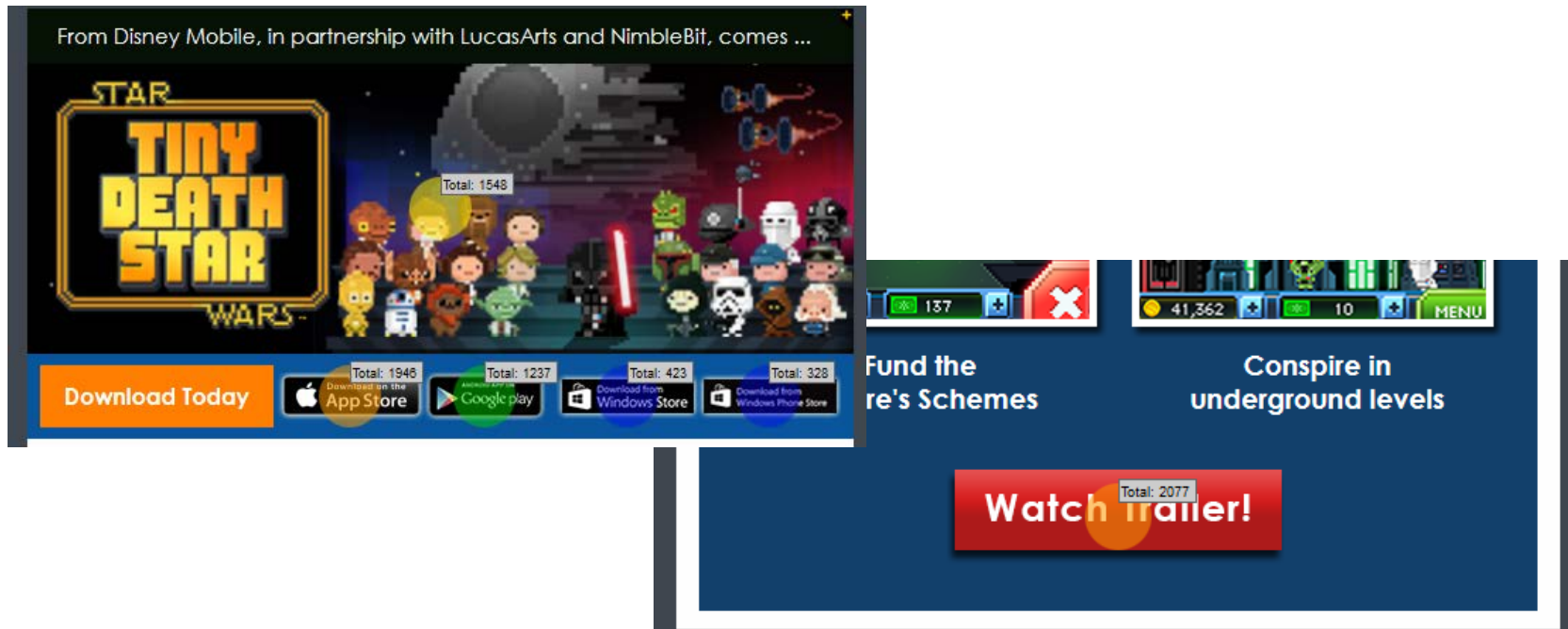


Conspire in underground levels

Watch Trailer!

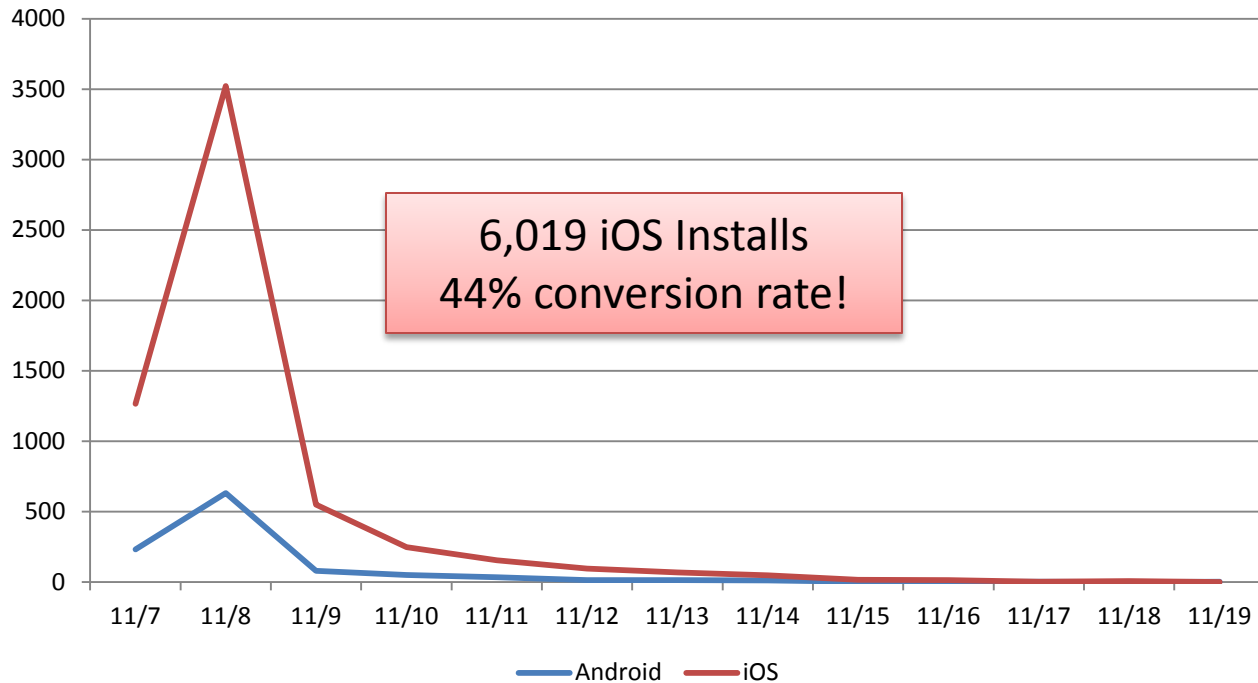
11/7/13 Tiny Death Star: Click Activity Within Template

- Surprisingly, the “watch trailer” button was the best performing link as it represented 20% of all clicks. iOS badge came in second with 18% of all clicks. Heat map below shows sample of total clicks within each of these sections.
- Top performing segments:
 - Star Wars fans: 42% open, 3.5% click rate
 - Canadians: 31% open, 2% click rate
 - Game Console fans: 29% open, 1.9% click rate



11/7/13 Tiny Death Star: Installs from Email Campaign

88% of Installs take place within 72 hours of email deployment



1,076 Android Installs
26% conversion rate!

10/31/13 Stack Rabbit Launch

Subject Line	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
Hop In And Play - NEW Stack Rabbit Mobile App is Here! (winner)	1,101,107	141,314	12.83%	5,808	0.53%	4.11%
Disney's Newest Puzzle App - Stack Rabbit. Free Game!	9,518	3,196	33.58%	192	2.02%	6.01%
Stack Rabbit Hop and Match in this FREE Mobile App	9,590	3,058	31.89%	234	2.44%	7.65%
Download Stack Rabbit - NEW Puzzle Game! Free!	9,498	2,977	31.34%	226	2.38%	7.59%
Hop In And Play - NEW Stack Rabbit Mobile App is Here!	9,607	3,161	32.90%	262	2.73%	8.29%
Grand Total	1,139,320	153,706	13.49%	6,722	0.59%	4.37%

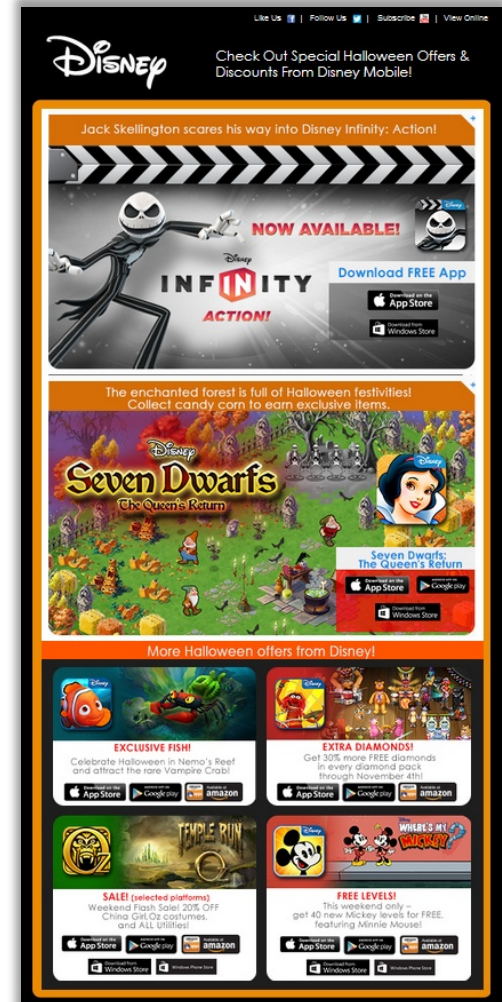
- View online version of email [here](#) (resize your browser to see mobile friendly version)
- Subject line test was implemented with the highly segmented audience which is why you see a huge difference in rates between the winner and the tests. We picked the 2nd highest open rate from the test because the click to open rate was much higher, which showed that this subject line had a much higher overall engagement.
- Canadian segment continues to perform well with 41% open 7% click to open rate
- iOS link placement test was implemented to determine which visual would attract more interest. Primary image once again generated the most clicks followed by the iOS badge. The large image in the middle had more than twice the clicks than the 2 below combined.
- The “watch trailer” link performed well as it came in with the second most clicks



10/31/13 Halloween Sale

Device Version	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
All	1,110,465	213,855	19.26%	4,722	0.43%	2.21%
iOS	121,303	53,236	43.89%	1,717	1.42%	3.23%
Play	18,942	4,845	25.58%	302	1.59%	6.23%
Windows	443	119	26.86%	24	5.42%	20.17%
Grand Total	1,251,153	272,055	21.74%	6,765	0.54%	2.49%

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- Implemented device-specific versions + subject lines to enhance the personalization experience. As expected, the device-specific versions generated the best performance, with iOS leading the way with a 44% open rate. This is consistent with what we have been seeing when implementing these types of template tests.
- Subject lines:
 - No Tricks, Just Treats From Disney Mobile - See Inside! (all version)
 - No Tricks, Just Treats From Disney Mobile For Your **Android**! (changed by device)
- Top performing segments included:
 - Canada (26% open, 2.5% click to open)
 - Pixar fans (25% open, 3% click to open)
 - Halloween Fans (22% open, 4% click to open)
- Installs from this email were minimal, with Dwarfs generating 185 total and Muppets getting a mere 21. Other apps promoted do not currently have Kochava tracking.



10/17/13 Seven Dwarfs Launch

Subject Line	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
Seven Dwarfs: The Queen's Return FREE Mobile App (winner)	1,799,593	436,244	24.24%	30,203	1.68%	6.92%
Save Snow White from the Queen!	51,642	11,023	21.35%	940	1.82%	8.53%
Seven Dwarfs: The Queen's Return FREE Mobile App	51,353	13,263	25.83%	1,079	2.10%	8.14%
Download The New App: Seven Dwarfs: The Queen's Return	51,304	13,065	25.47%	1,153	2.25%	8.83%
New Disney Mobile App - Look Inside!	51,888	13,120	25.29%	1,183	2.28%	9.02%
Grand Total	2,005,780	486,715	24.27%	34,558	1.72%	7.10%

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- Subject line test was implemented and 3 of the 4 had very close results. This test concluded that the mention of “Snow White” did not attract as much interest as initially assumed.
- Open rate (24.2%) continues to perform at a high level for mobile emails
- iOS link placement test was implemented to determine which visual would attract more interest. Primary image with dwarfs/snow white was the highest as one would expect followed by the iOS badge. Of the 4 middle images, the Evil Queen / Snow White image was the overwhelming favorite.
- Top performing segments included:
 - Snow White fans (40% open, 11% click to open)
 - Canada (38% open, 6% click to open)
 - Princess fans (32% open, 9% click to open)
- Click to install rates continue to rise:
 - 4998 total iOS installs (24% click to install rate)
 - 745 Android (25% click to install rate)





Continue the Classic Story of
Snow White and the Seven Dwarfs!

The Evil Queen has returned!

Disney
Seven Dwarfs
The Queen's Return



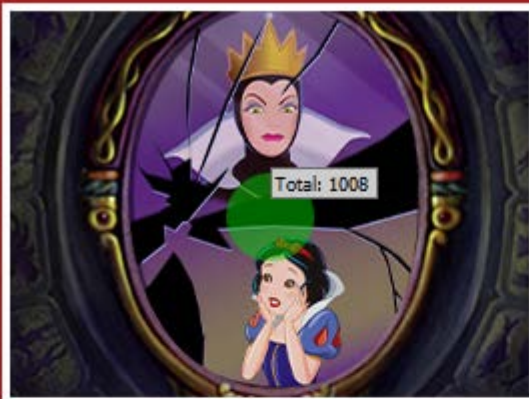
Total: 3078

FREE GAME



Help Snow White and
the Dwarfs live happily ever after!

Total: 1109



Lift the Queen's curse!



**Rescue Snow White
and the Dwarfs!**



Explore new locations!



**Restore the
enchanted forest!**

10/11/13 Various Apps

Subject Line	Delivered	Opens	Open Rate	Clicks	Click Rate	Click to Open
Download Disney's Hit Mobile Games	162,424	42,573	26.21%	2,501	1.54%	5.87%
Download Disney's Newest App <i>For Your Android</i> !	163,275	47,178	28.89%	2,888	1.77%	6.12%
Download FREE Disney Mobile Apps	162,421	46,760	28.79%	3,265	2.01%	6.98%
Free Apps <i>For Your Android</i> : Where's My Water? 2, My Muppets Show, and More Disney Mobile Games!	162,619	44,527	27.38%	3,026	1.86%	6.80%
Grand Total	650,739	181,038	27.82%	11,680	1.79%	6.45%

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- We implemented a subject line test that also included the device as a dynamic component and was only displayed if user had previously viewed email in that device. The open rate for these users was an **incredible 73%**!
- Open rate (27.8%) is one of the highest we've seen all year
- Our top rated product was Nemo's Reef which generated ~25% of all clicks on the iOS badge, followed by Toy Box at 15%. This was the case across all of the subject line tests.
- Best performing segments included:
 - Canadians (39% open, 9% click to open)
 - Where's My Franchise (34% open, 13% click to open)
 - Stack Rabbit Fans (29% open, 11% click to open)
- Muppets generated 359 installs on iOS (23% click-to-install conversion rate) and 74 installs on Android (16% click-to-install conversion rate)

Disney More of Your Favorite Disney Games!

Disney **WHERE'S MY WATER? 2** **FREE APP!** WATCH TRAILER
Now available on Android!

Download Other Popular Disney Apps!

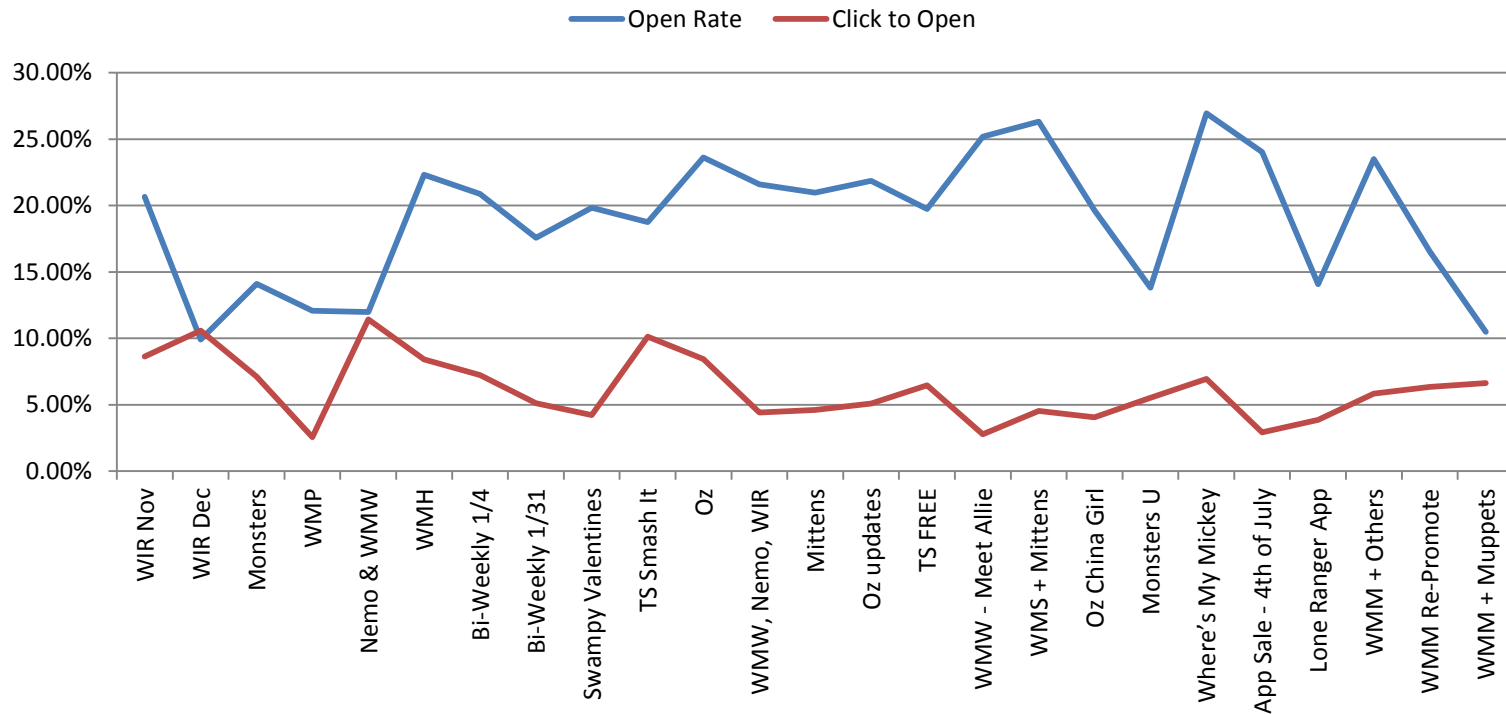
Disney Infinity: Toy Box!
In Disney Infinity: Toy Box, you can make your own worlds, create games with your own rules, or build places that only exist in your imagination.
Rating: ★★★★★
Download on the App Store

Nemo's Reef
A special event you won't want to miss starts on Monday in Nemo's Reef! Download the app for FREE, and attract limited-time, rare fish to your very own underwater retreat!
Rating: ★★★★★
Download on the App Store | Get it on Google play

My Muppets Show
Last call for Floyd! Special Edition Floyd is only available on the Rooftop until October 15th. Rock out with the Muppets in this FREE app, and stage the best show ever!
Rating: ★★★★★
Download on the App Store | Get it on Google play

Appendix

Summary FY 13 Campaigns



Average Open Rate: 19.50%

Average Click to Open Rate: 5.93%