

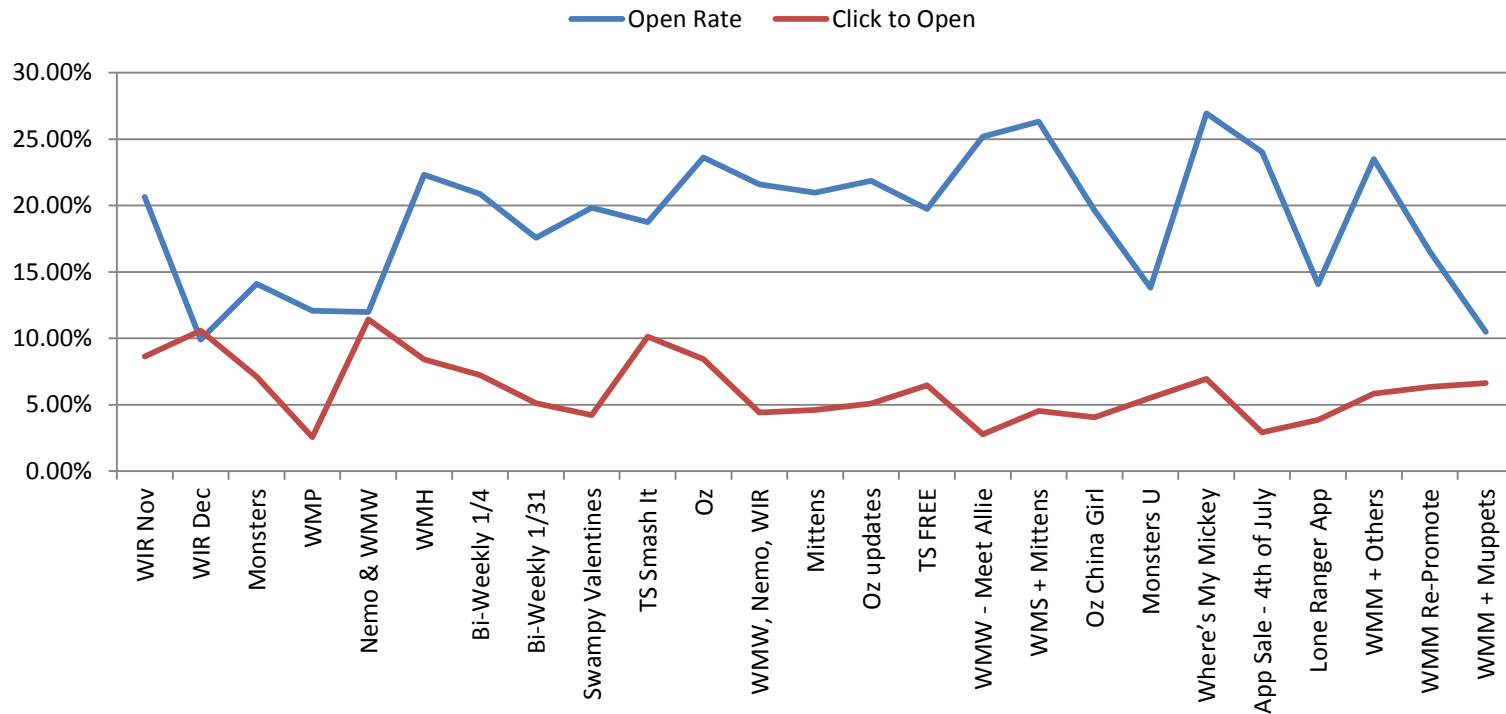


Disney Interactive

Disney Mobile

Email Campaign Summary Report FY13

Summary FY 13 Campaigns



Average Open Rate: 19.50%

Average Click to Open Rate: 5.93%

8/14/13 Where's My Mickey + Muppets

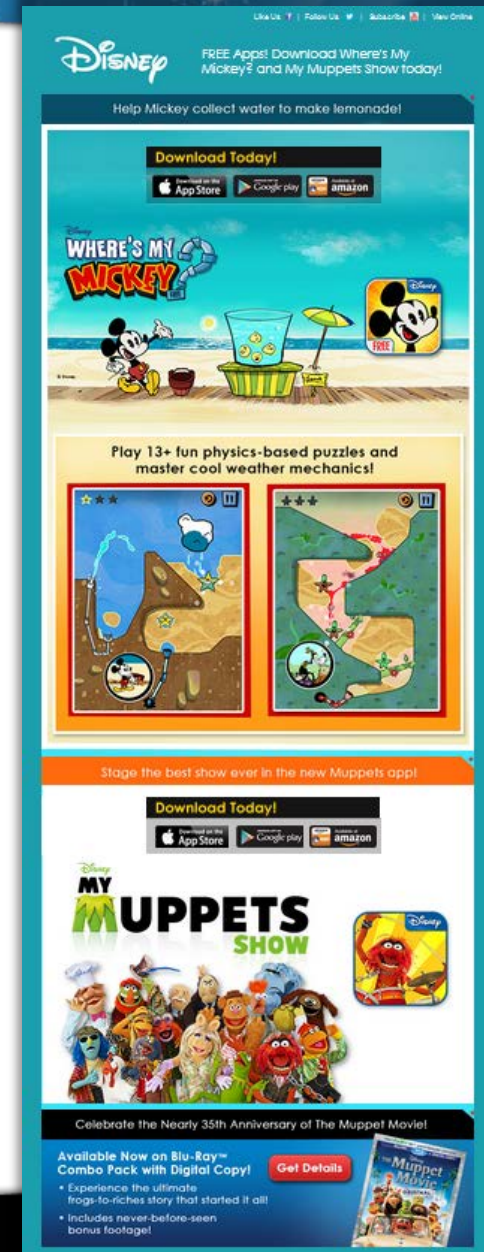
Subject Line: Download FREE Disney Mobile Apps

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,113,039	8.20%	0.54%	6.63%
CDE List	478,282	15.94%	1.06%	6.65%
Total	1,591,321	10.50%	0.70%	6.64%

Summary

- View online version of email [here](#)
- Open rate (10.5%) dipped below our average but slightly up from previous deployment
- Once again we saw an increase in the click to open rate (6.64%)
- Mickey received 63% of all clicks while Muppets came a distant second with 22% of all clicks
- The Muppets movie synergy spot generated 173 total clicks (less than 1% of all clicks)
- We implemented a mobile vs. desktop test to an evenly split population and had surprisingly very similar results. In the past we have targeted mobile versions to previous mobile openers/clickers and have seen huge but obvious differences in our tests. This test has proven yet again that there is no need to design for 2 different audiences but rather continue to only design in a responsive (e.g. mobile friendly) format.

Design	Open Rate	Click to Open	Click Rate
Desktop	8.57%	6.92%	0.59%
Mobile friendly	8.44%	7.06%	0.60%



8/1/13 My Muppets Show

Subject Line: NEW Disney Mobile App: My Muppets Show

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
Total	794,319	9.82%	0.50%	5.05%

Summary

- Email template test was implemented using animated vs. static images
- View animated version of email [here](#)
- Overall, metrics for this email campaign were poor with one of our lowest open rates (9.82%) and click rate (0.50%) all year
- Click to open rate was fairly consistent with what we have been seeing but as you will see below we had a high number of clicks going to “other apps” section, which was the intention of adding this once we had our official Disney Games App page.
- App store link generated the most clicks, representing 43% of all clicks, followed by the footer link at 20%
- The trailer link performed slightly higher (14% of clicks) than the Android link (13%)
- **1st App that implemented Kochava!**
 - 2094 clicks for iOS that generated 624 installs (29% conversion rate)
 - 721 clicks for Play that generated 165 installs (23% conversion rate)



7/25/13 Where's My Mickey Re-Promote

Subject Line: Where's My Mickey Now Available - Download Today!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,025,244	15.77%	0.92%	5.82%
CDE List	1,038,289	17.32%	1.18%	6.79%
Total	2,063,533	16.55%	1.05%	6.33%

Summary

- View online version of email [here](#)
- Open rate (16.55%) dipped below our average, continuing an “up and down” trend
- Click to open (6.33%) continues an upward trend, having slightly increased over the last 4 deployments
- 55% of all clicks were on the “Download” CTA section
- The trailer received 15% of all clicks
- No surprise to see the segment “Where's My Franchise” as the most engaged with 24% open rate and 10% click to open
- “Mickey Mouse” franchise also performed well with an 8.4% click to open rate

Subject Line	Open Rate	Click to Open
SL1: NEW Mobile App: Where's My Mickey?	17.84%	6.56%
SL2: Where's My Mickey Now Available - Download Today! (<i>winner</i>)	17.94%	5.99%
SL3: Join Mickey's New Game Adventure	16.63%	4.85%
SL4: Fun Videos & Puzzles in Where's My Mickey	15.96%	3.92%



7/18/13 Where's My Mickey + Others

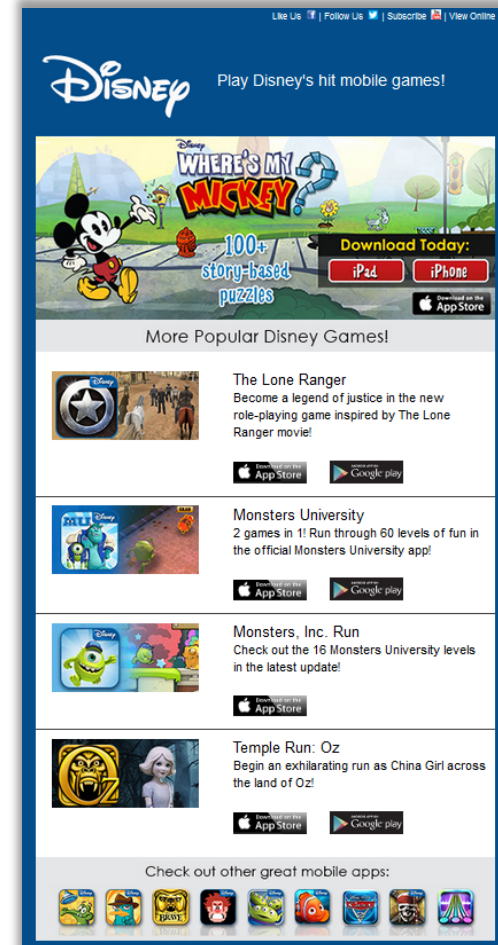
Subject Line: Where's My Mickey - Download Disney's Popular Game Today!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,105,258	25.47%	1.15%	4.52%
CDE List	863,929	20.92%	1.66%	7.95%
Total	1,969,187	23.49%	1.37%	5.85%

Summary

- View online version of email [here](#)
- Email performed well, generating above average results: 23.49% open & 5.85% click to open
- Where's My Mickey? generated most clicks at 48% total (30% iPhone / 18% iPad)
- Monsters came in at 14% of all clicks (9% iOS / 5% Play) while app footer had a respectable 10% of all clicks
- Not surprisingly, "Mickey Franchise/Fans" had best overall engagement at 10% click to open
- Subject line test results showed very little difference in open rate but the callout of "Where's My Mickey? at the front of the subject line generated the highest click to open

Subject Line	Open Rate	Click to Open
SL1: Check Out Disney's Hit Mobile Games Including Where's My Mickey!	23.08%	3.46%
SL2: Download Disney's Hit Mobile Games	23.23%	3.75%
SL3: Disney's Popular Mobile Games a Click Away!	23.16%	3.52%
SL4: Where's My Mickey - Download Disney's Popular Game Today! <i>(winner)</i>	24.28%	4.35%



7/5/13 Lone Ranger

Subject Line: NEW: The Lone Ranger Mobile App - Download Today!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,100,411	10.97%	0.41%	3.69%
CDE List	772,464	18.50%	0.74%	3.99%
Total	1,872,875	15.99%	0.54%	3.85%

Summary

- View online version of email [here](#)
- Overall, campaign did not perform to standards, falling below average rates in both Open (15.9%) and click to open (3.85%). The long weekend as well as deploying the email on a Friday might have had reason to do with poor performance.
- 39% of clicks were on iOS CTA followed by a very close 38% on "Watch Trailer"
- Synergy placement did not perform that well generating less than 1% of all clicks
- "Canada" segment had highest open rate at 25% while most engaged was "Family.com" segment with 6.2% click to open

The screenshot shows an email campaign for Disney's The Lone Ranger. At the top, the Disney logo is on the left, and the text "Saddle up for an adventure with The Lone Ranger!" is on the right. Below this, a banner reads "Become a legend of justice in the new game inspired by The Lone Ranger movie!". The main section features a large image of Monument Valley with the text "Download Today" and a button that says "Download on the App Store". To the right of this is a smaller image of the "THE LONE RANGER MOBILE GAME" with a star icon. Below the main image, there's a section titled "Take the reins as one of the greatest Texas Rangers in the Wild West." with two sub-images: one showing a town scene with the text "Restore peace to the town." and another showing a character in a cowboy hat with the text "Fight against greed and corruption". A green button labeled "Watch the trailer" is positioned below these. At the bottom, a banner for the movie "THE LONE RANGER" is shown, featuring Johnny Depp and Armie Hammer, with the text "IN THEATERS TODAY" and "Get Showtimes".

7/4/13 4th of July App Sale

Subject Line: Disney Mobile Apps Sale - Save 20% or More!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,413,872	28.21%	0.71%	2.52%
CDE List	999,839	18.07%	0.69%	3.82%
Total	2,413,711	24.03%	0.70%	3.72%

Summary

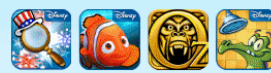
- View online version of email [here](#)
- Animated CTA was implemented – click link above to see animation of mobile icons
- Respectable open rate at 24% but click engagement was below FY13 average
- “Temple Run: Oz” had the most engagement with 19% of all clicks on iOS CTA
- “Holiday App” CTA generated 15% of all clicks
- First mobile email where Playdom game (Gardens of Time) was promoted. The iOS link generated 12% of all clicks
- “D23” (27% open, 6% click to open) and “Monsters Inc.” (26% open, 6% click to open) segments were most engaging

Like Us | Follow Us


Disney Your Favorite Apps Now on Sale

HOLIDAY APP SALE

CELEBRATE THE HOLIDAY WITH OVER 20% OFF IN YOUR FAVORITE APPS




Download Today and Enjoy the Savings!



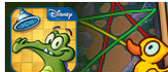
Temple Run: Oz
Save 30% on China Girl and cool Oz Costumes! Plus 40% Off when you fast travel to other locations!

Download on the App Store | Get it on Google play




Nemo's Reef
Celebrate with Nemo with over 20% bonus on pearls!

Download on the App Store | Get it on Google play



Where's My Water?
Get over 30% Off on ALL Cranky + Mystery Duck levels!

Download on the App Store | Get it on Google play



Gardens of Time
Up to 25% off Gold July 6th-7th

Download on the App Store

6/27/13 Where's My Mickey

Subject Line: NEW Mobile App: Where's My Mickey? (default subject line)

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,266,180	31.8%	1.87%	5.87%
CDE List	1,536,461	22.8%	1.87%	8.21%
Total	2,802,641	26.9%	1.87%	6.95%

Summary

- View online versions of email here: [iOS](#), [Windows](#), [Android](#)
- Highest open rate (26.9%) of the entire FY
- Click to open rate slightly higher than the average
- Implemented a subject line test (results below) to a generic population, then took winning subject line and personalized it to previous Android, iOS and Window's users. Results were great as one would expect, with iOS segment displaying 60% open rate and Windows segment the most active with 23% click to open!
- Other top performing segments include Where's My Franchise fans with 12.2% click to open and Mickey fans segment with 11.5%

Subject Line	Open Rate	Click to Open
SL1: NEW Mobile App: Where's My Mickey? (<i>winner</i>)	28.57%	5.52%
SL2: Where's My Mickey Now Available - Download Today!	28.56%	4.96%
SL3: Mickey Joins the Where's My Franchise in Where's My Mickey	28.09%	4.09%
SL4: New Adventures with Mickey in Where's My Mickey	27.56%	4.37%



6/20/13 Monsters University

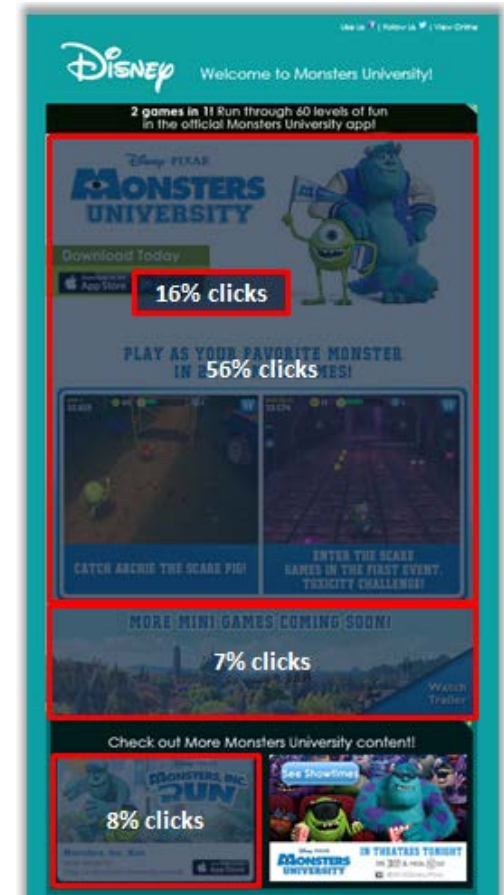
Subject Line: Download Monsters University App + Watch the Trailer

Metrics	Grand Total	FOB	CDE
Sent:	887,189	619,126	268,063
Open Rate:	13.80%	8.80%	25.76%
CTD %:	0.76%	0.61%	1.13%
CTO %:	5.52%	6.93%	4.37%
Unsub %	n/a	0.44%	n/a
Supp %	1.73%	1.47%	1.95%

Summary

- View online version email [here](#)
- Lowest open rate (13.8%) since Nemo/WMW back in November '12
- App store had 3.5x more clicks than Play which is what we have been consistently seeing with all our emails
- Subject Line test results were fairly close and thus went with the higher click to open

Subject Line	Open Rate	Click to Open
Download Monsters University App + Watch the Trailer (<i>winner</i>)	7.70%	7.88%
Download the Latest Mobile App - Monsters University!	7.82%	6.67%
Monsters University: New Mobile App, Trailer, and Much More!	8.07%	6.21%
Monsters University Mobile App - Download and Play 2 Games in 1!	8.10%	7.71%



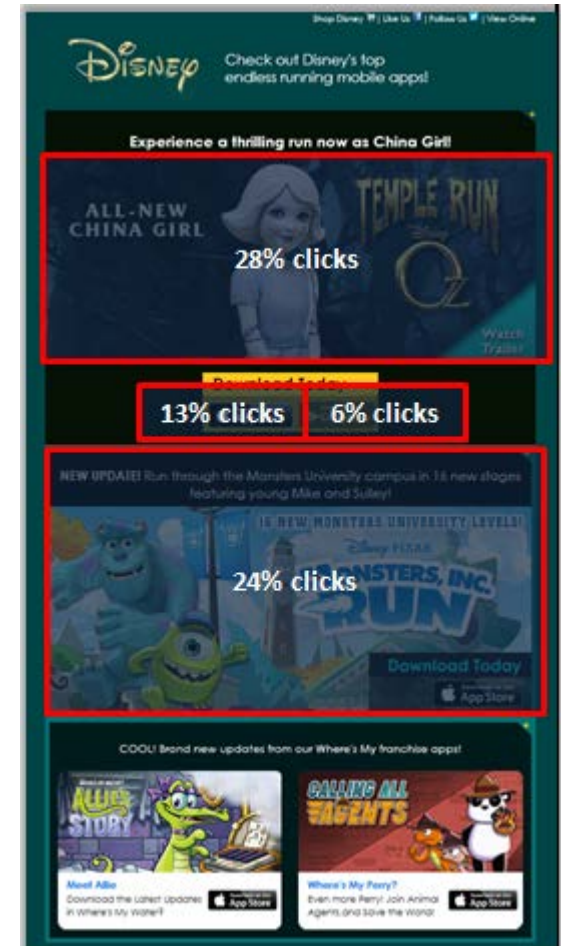
6/13/13 Oz China Girl + Monsters

Subject Line: NEW Updates | Temple Run: Oz, Monsters University, and MORE!

Metrics	Grand Total	FOB	CDE
Sent:	1,325,911	997,295	328,616
Open Rate:	19.64%	17.98%	24.82%
CTD %:	0.79%	0.67%	1.18%
CTO %:	4.04%	3.73%	4.74%
Unsub %	n/a	0.27%	n/a
Supp %	1.44%	1.21%	1.98%

Summary

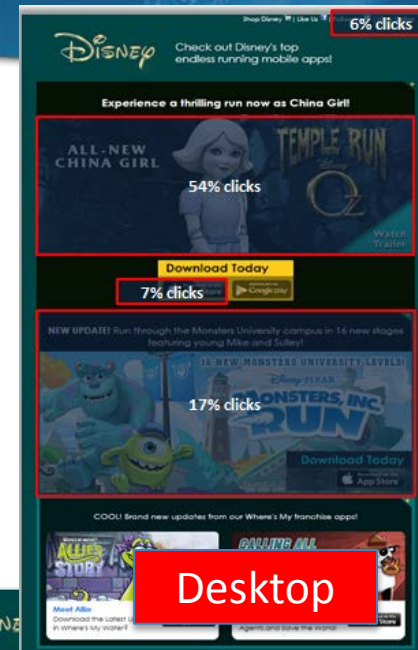
- View online version email [here](#)
- Email was designed for mobile. To view the mobile design, click on above link and resize your browser to mobile phone size. You should see the images shrink and bottom two images sit on top of each other.
- Open rate of 19.64% was in-line with the average of 19.21% we have been seeing
- Click to open was down from the average of 6.1% but was in-line with what we have been seeing over the last 7 emails
- Desktop vs. mobile design was tested on audiences that we know have previously opened on a mobile device vs. those who likely have not. Results on next slide.



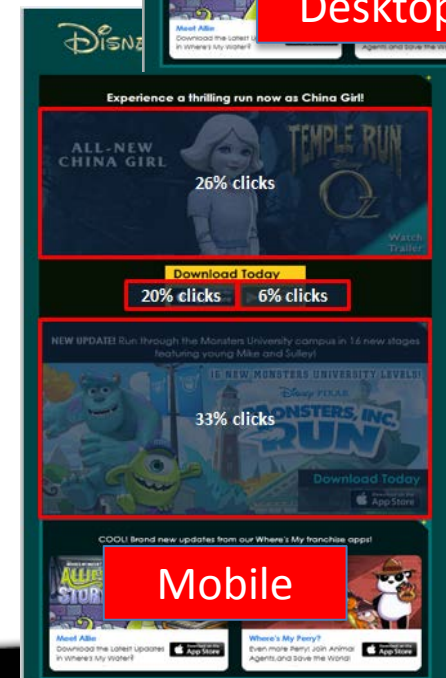
Desktop vs. Mobile Test Results

Audience	Creative Version/Design	Open Rate	Click Rate	Click to Open
Mobile	Mobile	42.47%	1.47%	3.47%
Mobile	Desktop	42.69%	1.46%	3.41%
Desktop	Mobile	42.03%	1.05%	2.49%
Desktop	Desktop	42.41%	1.13%	2.67%

- Open rates were nearly identical which is the expected result as we used the same subject line across the 4 versions
- Click rate and click to open was much higher with the mobile audience, as one would expect given people are on their devices constantly
- Click engagement was also as expected, with the mobile audience clicking on the download CTA at a much higher rate (20% vs. 7% app store, 6% vs. 0% play) than the desktop version. We can also assume there was a handful of desktop recipients that were viewing on mobile device given the 6% click rate on “view on mobile”
- Overall, test results were as expected and further validates a need to design our emails in a responsive format for best viewing experience



Desktop



Mobile

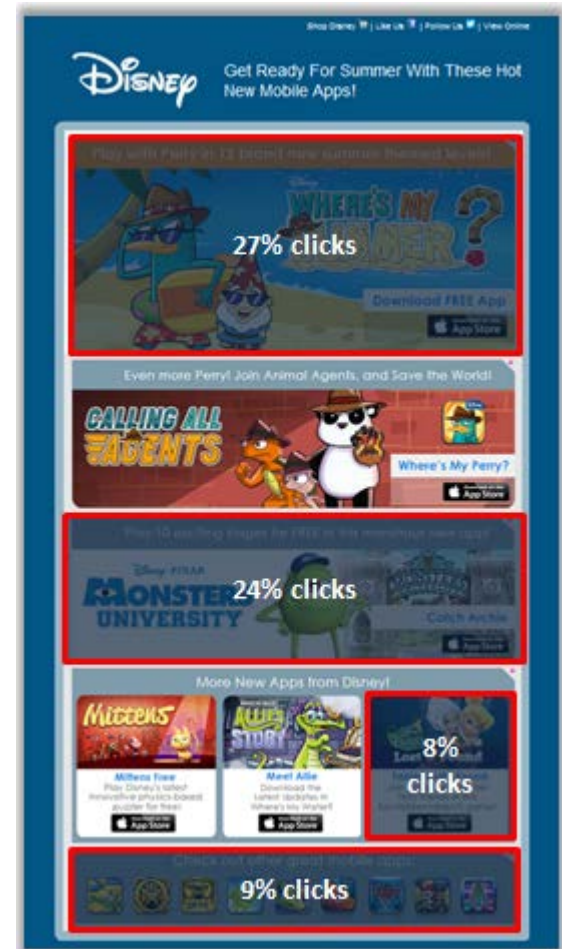
5/30/13 Where's My Summer

Subject Lines: Download Where's My Summer and Monsters University - NEW Disney Apps!

Metrics	Grand Total	FOB	CDE
Sent:	1,448,099	961,860	486,239
Open Rate:	26.33%	27.41%	24.14%
CTD %:	1.19%	10.9%	1.40%
CTO %:	4.52%	3.98%	5.78%
Unsub %	n/a	0.25%	n/a
Supp %	1.00%	0.76%	1.57%

Summary

- View online version email [here](#)
- First email where we drove recipients to the new Disney Mobile page. Performance was good as 9% of all clicks went to this home page. I will monitor this closely over the next few months to determine if this is helping with our overall engagement or if the “newness” of the content section drove the high engagement.
- 2 callouts in the subject line drove the most engagement. Unfortunately we were doing a day of the week test so did not test subject line
- **Day of Week test was performed** (Thursday vs. Friday) with nearly identical results, so we cannot conclude with this test that Thursday's are better than Friday's per the results we had previously seen.
 - Thursday: 27.8% open rate; 3.93% click to open
 - Friday: 27.0% open rate; 4.02% click to open



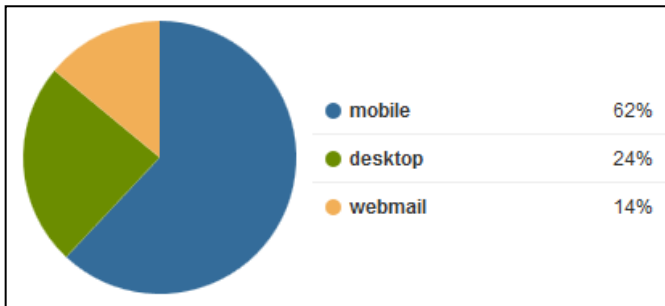
5/17/13 WMW Meet Allie

Subject Lines: Meet Allie & Download the Latest Updates in Where's My Water?

Metrics	Grand Total	FOB	CDE
Sent:	1,759,351	1,435,696	323,655
Open Rate:	25.17%	25.24%	24.90%
CTD %:	0.70%	0.68%	0.76%
CTO %:	2.77%	2.71%	3.04%
Unsub %	n/a	0.13%	n/a
Supp %	0.86%	0.66%	1.75%

Summary

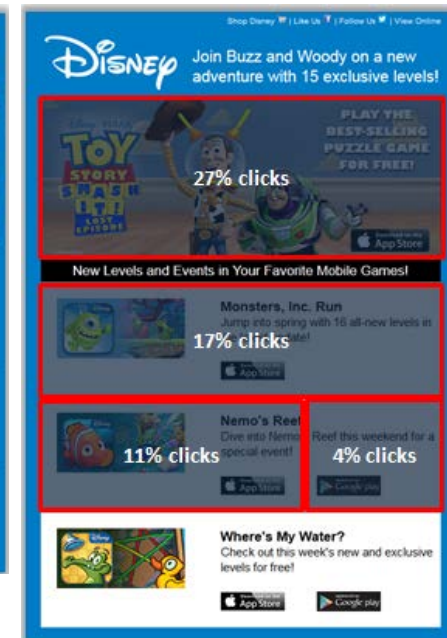
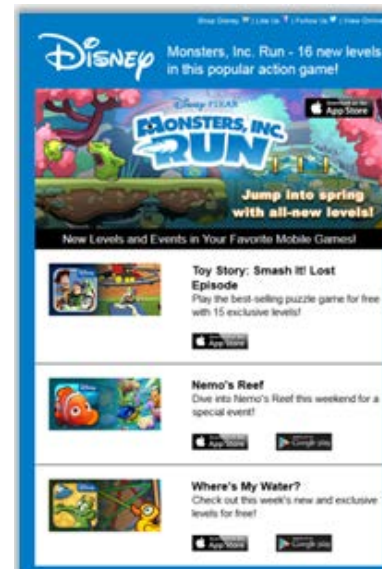
- View online version email [here](#)
- Highest open rate in FY13 at 25.2% but second lowest click to open rate (2.77%)
- Canada again one of top performing segment again with 35% open and 1.31% CTR
- Litmus shows mobile opens up again with Allie registering 62% of all opens on mobile



4/25/13 Mobile Bi-Weekly (TS Free + Monsters)

Subject Lines: Download Toy Story: Smash It! For Free & Much More From Disney Mobile
Monsters, Inc. Run | Download Now & Play 16 New Levels

Metrics	Grand Total	FOB	CDE
Sent:	1,237,346	742,600	494,746
Open Rate:	19.74%	21.04%	17.74%
CTD %:	1.27%	1.11%	1.53%
CTO %:	6.46%	5.26%	8.64%
Unsub %	n/a	0.21%	n/a
Supp %	1.30%	1.02%	1.81%



Summary

- Lowest open rate (19.7%) we have seen since last Toy Story email (18.7%) but still above average
- Click to open rate (6.4%) highest we've seen since Oz email (8.4%)
- We personalized the subject line to the Monsters and Toy Story segments and both performed higher than the average as expected.
 - Toy Story had an outstanding rate of 39% but unfortunately, they only had a 5.0% click to open rate
 - Monsters came in just above 22% open rate.
- Canadian's once again performed well but the biggest surprise here was the Tinker Bell Franchise coming in with one of the highest click to open rates (11%)

4/19/13 Mobile Bi-Weekly (Oz)

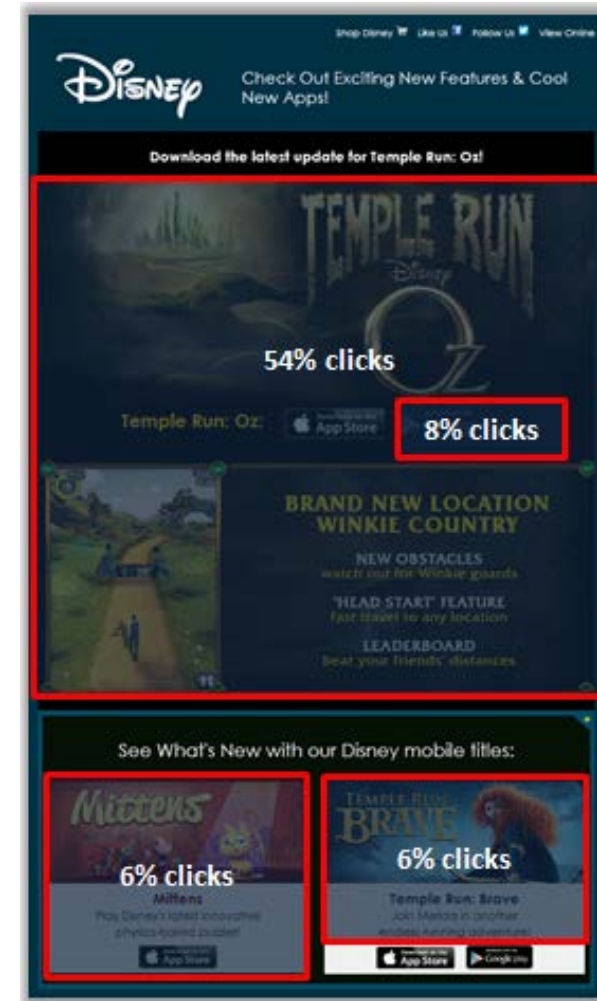
Subject Line: Download Temple Run: Oz the App

Metrics	Grand Total	FOB	CDE
Sent:	1,684,243	962,338	721,905
Open Rate:	21.87%	23.41%	19.78%
CTD %:	1.11%	1.04%	1.21%
CTO %:	5.09%	4.45%	6.12%
Unsub %	n/a	0.23%	n/a
Supp %	1.36%	0.85%	2.19%

Summary

- Subject line test generated almost identical results, with all 4 subject lines between 22% and 23%. The winner selected generated a much higher click to open rate, which happened to be the same subject line that was used in the 3/6 Oz campaign
- Canada (33% open) and MAC/iOS segment (27% open) continue to be best performers

Subject Line	Open Rate	Click to Open
Download Temple Run: Oz the App	22.32%	4.65%
Get these exciting New App Updates	22.25%	3.19%
See What's New in Temple Run: Oz	22.02%	3.10%
Today Only - Get \$0.99 worth of Temple Run: OZ coins	22.64%	2.74%



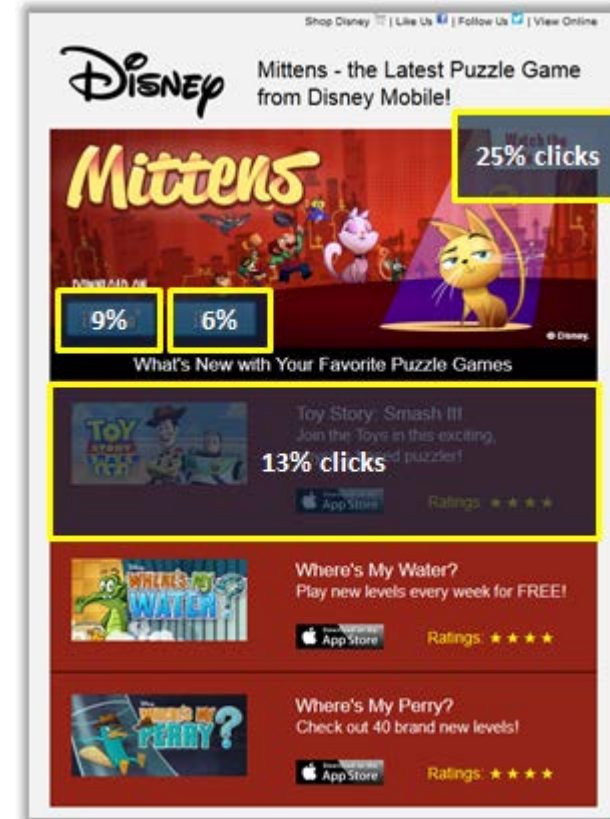
4/5/13 Mobile Bi-Weekly (Mittens)

Subject Line: Mittens | Disney's New Puzzler! Download Now

Metrics	Grand Total	FOB	CDE
Sent:	2,356,175	1,413,668	942,507
Open Rate:	20.97%	20.05%	22.38%
CTD %:	0.97%	0.72%	1.35%
CTO %:	4.62%	3.59%	6.03%
Unsub %	n/a	0.20%	n/a
Supp %	1.71%	1.21%	2.40%

Summary

- Tested personalized subject line to previous iOS openers. We mentioned “your iPhone or iPad” in the subject line and not surprisingly the open rates were 2-3x higher than the general results (see below graph)
- 25% of all clicks went to the “Watch Video” YouTube link. Once we have Disney.com landing pages available we will implement tests which will include iTunes/Play buttons alongside “Learn More” to try to get click to open rate up.
- Click to open rate continues to perform poorly. See previous comment on how we’re going to try to increase this rate.
- 60% of opens were on a mobile device!






Segment	Open Rate	Subject Line
iOS Previous Openers	54%	Mittens - New for Your iPhone or iPad! Download Now
General Segment	19%	Mittens Disney's New Puzzler! Download Now

4/5/13 Mobile Bi-Weekly (Mittens)

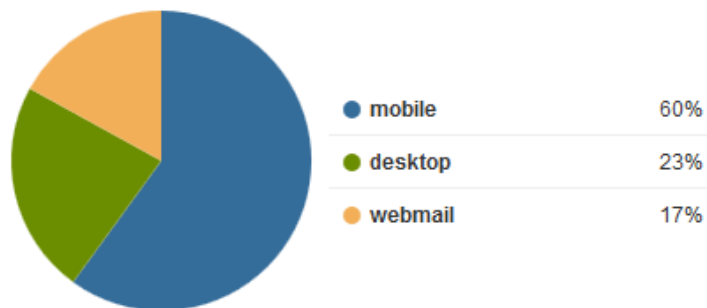
Litmus Summary

- 60% of all opens took place on a mobile device!
- iPhone (37.9%), iPad (15.1%), Apple Mail (9.4%) & Outlook (8.8%) were top 4
- 45% of those that opened spent 10 seconds or greater viewing the email
- Litmus captured a total of 557,664 opens which is the highest thus far that we have seen (see chart to right)

Name	Opens
 20130405 Mobile Mittens	557,665
 20130305 Mobile Oz	538,930
 20130214 Mobile Bi Weekly	389,196

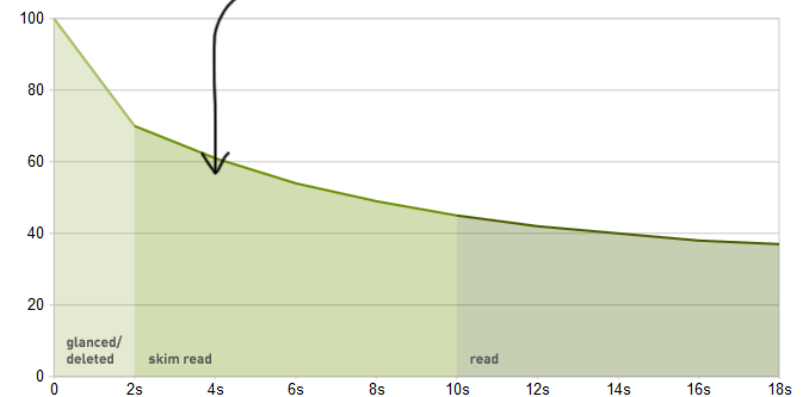
Reading environment

The popularity of different environments, such as web-based email clients (Gmail, Hotmail etc), Desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)



Detailed engagement

70% of your readers spent longer than 2+ seconds looking at your email



3/22/13 Mobile Bi-Weekly (Nemo, WIR, WMW)

Subject Line: multiple, see next slide

Metrics	Grand Total	FOB	CDE
Sent:	1,306,731	571,123	735,608
Open Rate:	21.59%	20.53%	22.43%
CTD %:	0.95%	0.53%	1.28%
CTO %:	4.41%	2.59%	5.73%
Unsub %	n/a	0.27%	n/a
Supp %	1.46%	1.33%	1.55%

Segment	Test Results: Open Rate
WMW	35.1%
Nemo	26.4%
WIR	22.3%
Generic	16.1%

Summary

- Test was implemented to confirm that personalization in the subject line to a targeted segment would outperform generic versions. The results confirmed our assumption as noted above.
- Excellent overall open rate - 3rd highest to date in FY13
- Click to Open rate underperformed but was likely due to image issue experienced in mobile devices. We are looking to implement this same exact test within the next month.
- Canadian segment once again generated high engagement with 32% open rate
- The non-test segments that received personalized subject lines also outperformed the generic version with overall open and click to open engagement:

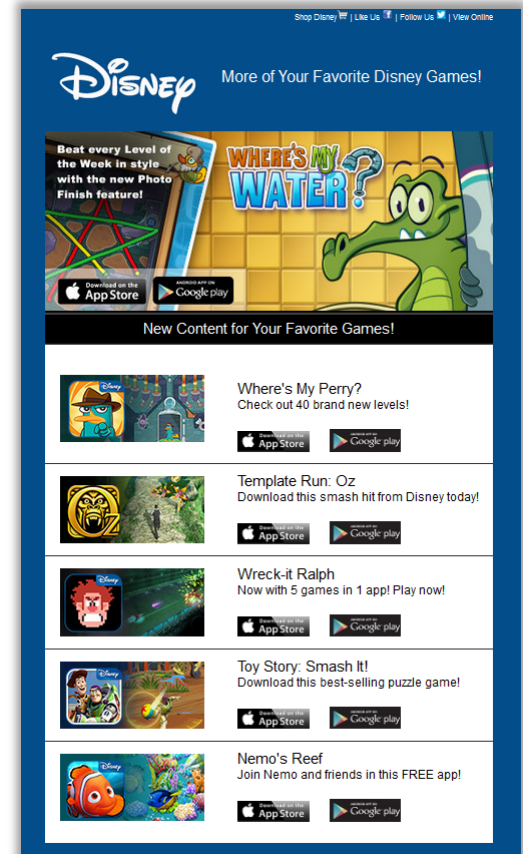
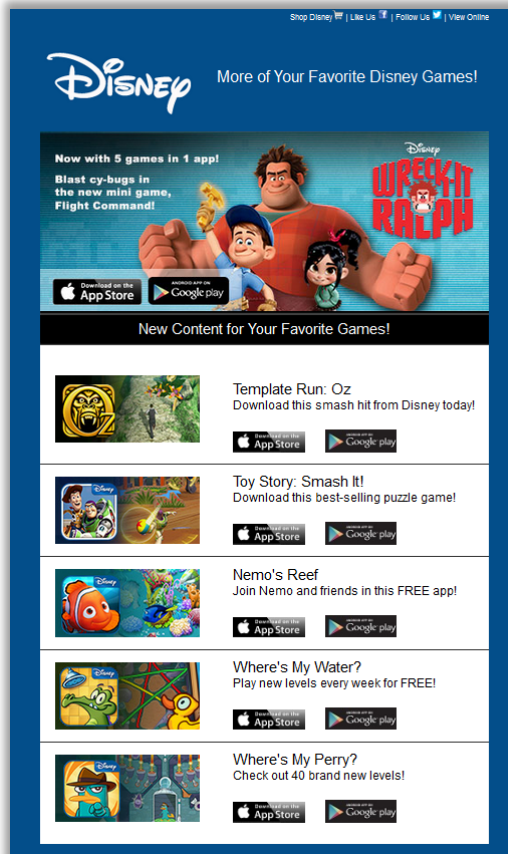
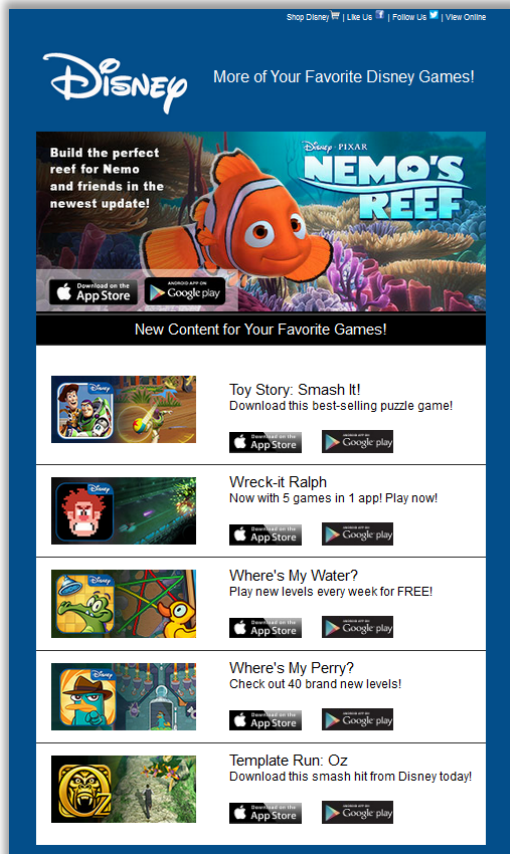
Segment	Open Rate	Click to Open	Subject Line
WMW fans, page visitation or purchase	27.2%	9.2%	WMW version
Pixar fans, page visitation or purchase	22.3%	7.2%	Nemo version

3/22/13 Mobile Bi-Weekly

Nemo's Reef - Download the New Update for this Free App!

Play Wreck-It Ralph with 5 arcade games in 1 app!

Where's My Water - Play New Levels with Photo Finish!



Generic Subject Line: Download NEW Levels & Updates for our Most Popular Mobile Games!

3/6/13 Mobile Temple Run Oz

Subject Line: Download Temple Run: Oz the App

Metrics	Grand Total	FOB	CDE
Sent:	1,808,853	1,066,667	742,186
Open Rate:	23.62%	26.73%	19.08%
CTD %:	1.99%	2.02%	1.95%
CTO %:	8.43%	7.56%	10.21%
Unsub %	n/a	0.15%	n/a
Supp %	0.93%	0.74%	1.31%

Summary

- The 23.6% open rate is the highest we have seen thus far in FY13 for mobile
- Unique click rate of 1.99% also the highest we have seen
- Percentage of clicks on the App Store (71%) is most we have seen to date
- Not surprisingly, top segment was anything related to Oz (visitation or purchase) with rates of 26.4% open and 12.7% click to open

Disney Experience a thrilling run on the Yellow Brick Road!

Play as Oz and outrun the shrieking flying baboons! Begin your exhilarating adventure now and see how far you can run!

Temple Run: Oz

71% 15%

Temple Run, the best selling endless running game, comes to the Magical Land of Oz with enchanting new features

Swipe to Turn, Jump and Slide

Travel on the Yellow Brick Road!

All-New Hot Air Balloon Bonus Feature!

App Available Now

6%

Watch the Trailer

Oz the Great & Powerful

3%

Buy Tickets

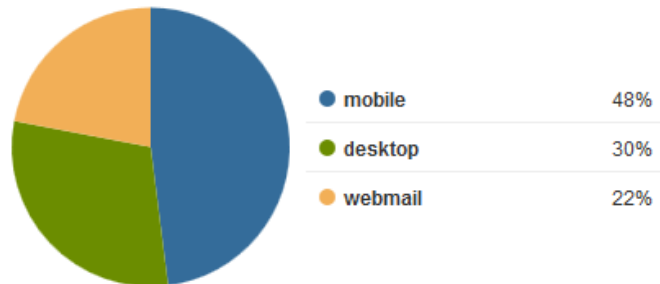
3/6/13 Mobile Temple Run Oz

Litmus Summary

- 48% of all opens took place on a mobile device
- iPhone (24.5%), iPad (15.2%), Outlook (12.4%) & Apple Mail (12.3%) were top 4
- Outlook and Apple Mail were only 2 that changed positions from previous report (2/14)
- 52% of those that opened spent 10 seconds or greater viewing the email
- Litmus captured a total of 535,732 opens

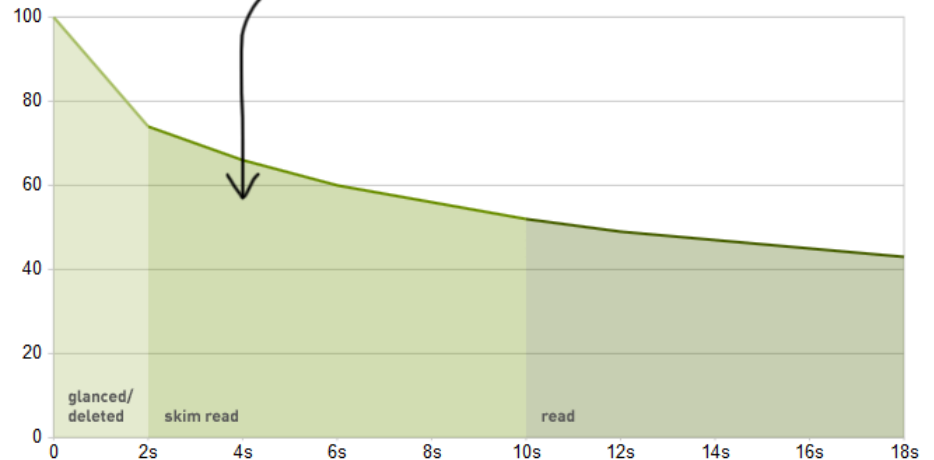
Reading environment

The popularity of different environments, such as web-based email clients (Gmail, Hotmail etc), Desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)



Detailed engagement

74% of your readers spent longer than 2+ seconds looking at your email



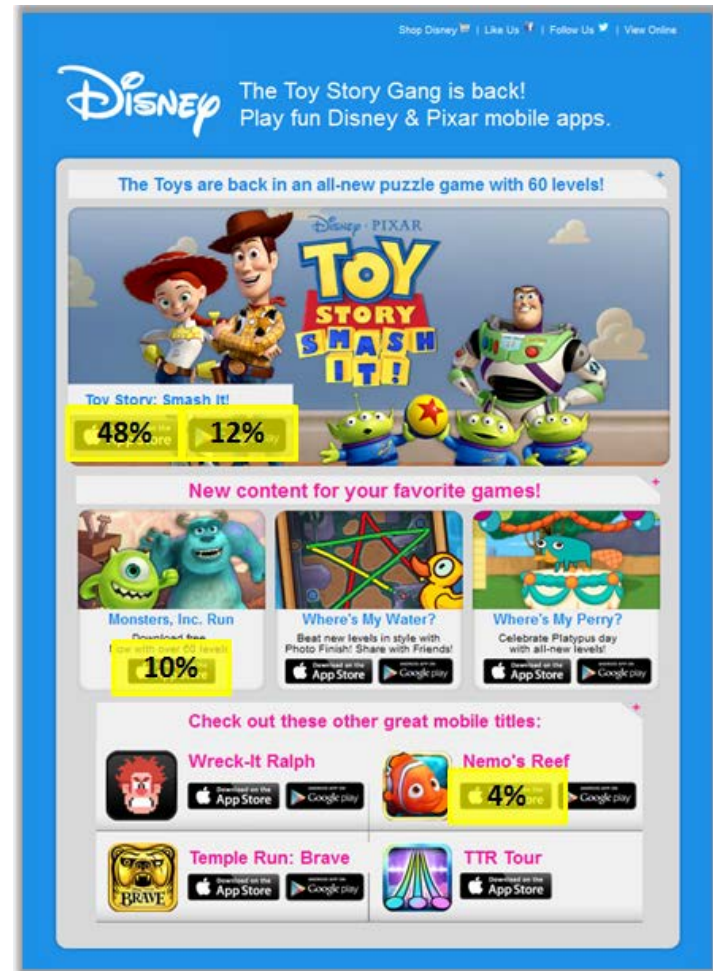
2/28/13 Mobile Bi-Weekly (Toy Story)

Subject Line: Download Toy Story: Smash It! - a NEW App from Disney

Metrics	Grand Total	FOB	CDE
Sent:	2,017,179	1,516,897	500,282
Open Rate:	18.74%	19.24%	17.21%
CTD %:	1.90%	1.70%	2.50%
CTO %:	10.13%	8.85%	14.51%
Unsub %	n/a	0.30%	n/a
Supp %	1.30%	1.17%	1.72%

Summary

- No surprise to see the majority of opens on the Toy Story CTA's since the subject line called the game out
- Majority of opens are on the App Store links which is also not surprising since we've seen that roughly 40% of the audience is viewing mobile emails on an iPhone or iPad
- Although we saw a decrease in open rate from the last mailing, we more than doubled the click rate and click to open which would make this a successful campaign
- Top performing segments include everything Canada, iOS association, and "Where's My Water" association



2/14/13 Mobile Bi-Weekly (WM Valentine)

Subject Line: Swampy's Special Valentine's Gift to You: Get Details Inside

Metrics	Grand Total	FOB	CDE
Sent:	1,706,678	934,498	772,180
Open Rate:	19.94%	22.51%	16.56%
CTD %:	0.84%	0.85%	0.81%
CTO %:	4.21%	3.80%	4.90%
Unsub %	n/a	0.26%	n/a
Supp %	1.25%	1.14%	1.43%

Summary

* Opens:

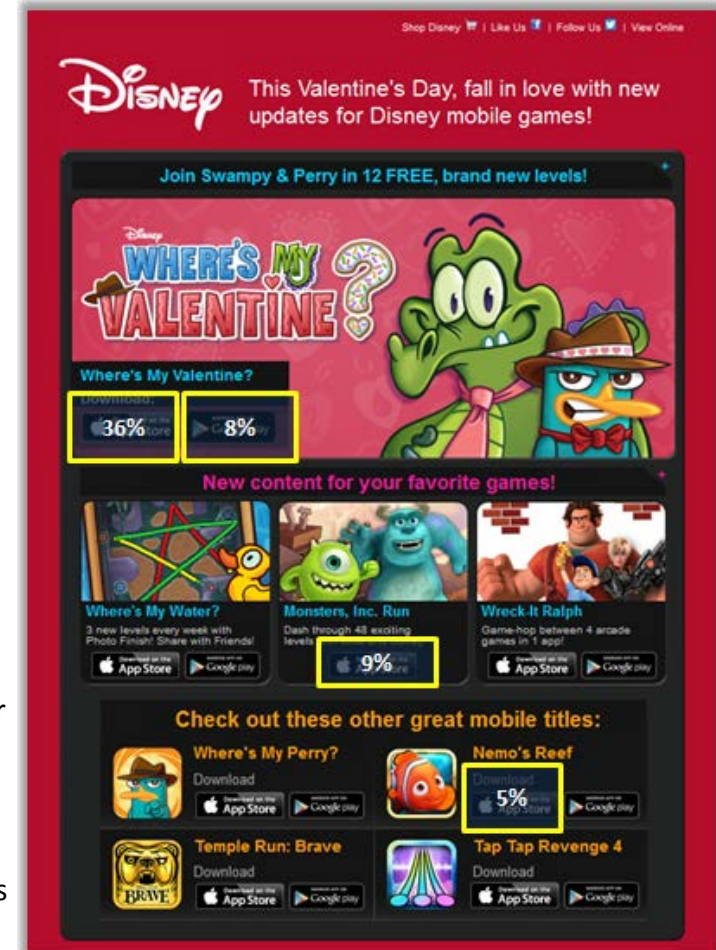
- DISNEY SHOPPING and MAC OS performed best at 20.8% open rate
- WMW Visitation came in at 20.8% open rate
- Open rate (19.94%) performed well above the average of 17.8%

* Clicks:

- Clicks continue to decline (4 campaigns in a row) and this was one of the lower performing mobile campaigns to date
- 0.84% CTR (1.16% avg) and 4.21% Click to Open (6.77% avg)

* Subject Line Performance:

- 21.22% Celebrate Valentine's Day with 12 NEW Levels from Swampy & Friends
- 20.94% Download the Latest Where's My Valentine App, Plus Much More
- 22.57% Swampy's Special Valentine's Gift to You: Get Details Inside
- 21.08% Get Disney's Latest Mobile App Updates



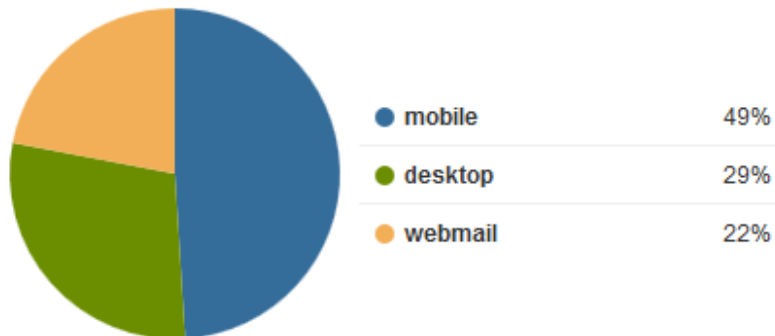
2/14/13 Mobile Bi-Weekly (WM Valentine)

Litmus Summary

- 49% of all opens took place on a mobile device
- iPhone (25.6%), iPad (15.2%) & Apple Mail (12.4%) are above the Litmus average (23%, 12% & 9%)
- Outlook (11.1%) & Android (7.6%) are below average (16% & 8%)
- Litmus captured a total of 385,397 opens

Reading environment

The popularity of different environments, such as web-based email clients (Gmail, Hotmail etc), Desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)



Email Client Market Share

Calculated from 22.3 million opens tracked by Litmus Email Analytics in January 2013



1/31/13 Mobile Bi-Weekly

Subject Line: Download NEW Levels & Updates for these Popular Disney Mobile Games!

Metrics	Grand Total	FOB	CDE
Sent:	2,108,044	1,472,104	635,940
Open Rate:	17.57%	16.48%	20.09%
CTD %:	0.90%	0.85%	1.01%
CTO %:	5.10%	5.14%	5.04%
Unsub %	N/A	0.29%	N/A
Supp %	1.42%	1.47%	1.33%

Summary

* Opens:

- Mac OS Canada had an incredible 38.9% open rate
- "Where's My Water" & "DSI RSID w/ Mac OS" both came in at 22%

* Click to Open:

- "Where's My Water" delivered the best result at 10.3%
- "DSI RSID w/ ACXIOM Videos" came in second with 8.1%

* **Deliverability** continues to perform well with 99.6% inbox placement

Shop Disney | Like Us | Follow Us | View Online

Disney Check out the latest updates for these popular Disney mobile games!

Get FREE levels and fun new content!

Where's My Water?
3 new levels every week!
18% clicks
Download: App Store / Google Play

Where's My Perry?
15% clicks
Download: App Store / Google Play

Wreck-It Ralph
17% clicks
Download: App Store / Google Play

Start Playing these games today!

- Where's My Water? - 3 FREE, brand-new levels every week!
- Where's My Perry? - Get 5 BONUS Dr. Doof levels when you buy the game!
- Temple Run: Brave - Now run as the fierce warrior, King Fergus!
- Wreck-It Ralph - 4 arcade games in 1 app! Play the newest racing game, Turbo Time today!

Also available now from Disney:

Nemo's Reef
12% clicks
Download: App Store / Google Play

Monsters, Inc.
12% clicks
Download: App Store / Google Play

1/4/13 Mobile Up to 30% Off Sale

Subject Line: Download Select Disney Apps by 1/6 and Save Up to 30% In-Game

Metrics	Grand Total	FOB	CDE
Sent:	1,346,576	768,149	578,427
Open Rate:	20.88%	22.23%	19.06%
CTD %:	1.51%	1.24%	1.87%
CTO %:	7.23%	5.59%	9.81%
Unsub %	n/a	0.29%	n/a
Supp %	1.47%	1.52%	1.39%

Summary

* Opens:

- "Mac OS and Canada" had an amazing 42% rate
- "Visitation to WMW key words" came in at 22%

* Click to Open:

- "Visitation to WMW key words" had the highest rate at 16.0%
- Visitation of '%Epic%Mickey%' had a high rate of 15.7% but also one of the lower open rates overall. This shows that the subject line was the main driver as those who opened were highly engaged.

* Subject Line Performance:

- 22.9% New Year Sale! Save up to 30% on Disney In-App Purchases
- 25.5% Download Select Disney Apps by 1/6 and Save Up to 30% In-Game
- 23.3% Save BIG on the Hottest Disney Mobile Apps!
- 22.9% SALE! Save 30% on Disney Mobile Apps



12/28/12 Mobile Holiday

Subject Line: NEW Where's My Holiday App - Download Today!

Metrics	Grand Total	FOB	CDE
Sent:	1,449,498	917,353	532,145
Open Rate:	22.33%	24.71%	18.17%
CTD %:	1.88%	1.84%	1.93%
CTO %:	8.40%	7.46%	10.62%
Unsub %	n/a	0.28%	n/a
Supp %	1.12%	0.98%	1.46%

Summary

* Opens:

- "Visitation to '%Epic%Mickey%'" generated highest rate at 23.7%
- "Visitation to '%WMW%' or '%Wheres%My%Water%' or '%swampy%'" came in at 21.3%

* Click to Open:

- "Visitation to '%WMW%' or '%Wheres%My%Water%' or '%swampy%'" had a 16.9% rate
- "Visitation to Phineas and Ferb RSID" came in a close 2nd with 16%

* Subject Line Performance:

- 24.67% Join Swampy and Perry in Where's My Holiday: 2-in-1 Holiday Fun!
- 26.35% Download Where's My Holiday, a NEW App from Disney!
- 26.62% NEW Where's My Holiday App - Download Today!

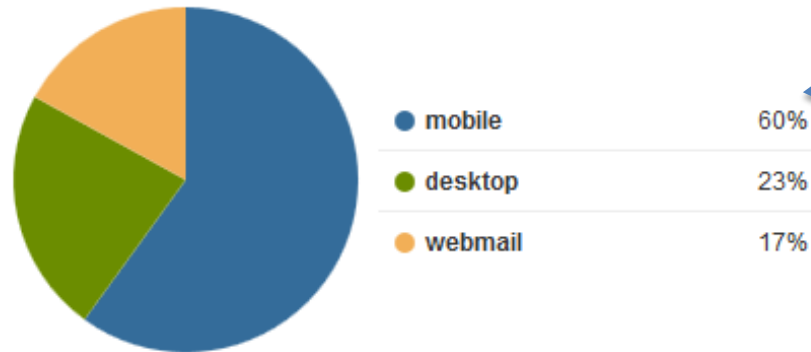





Appendix

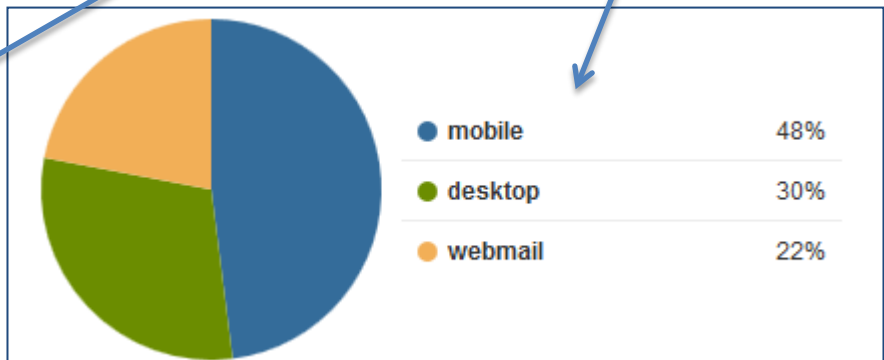
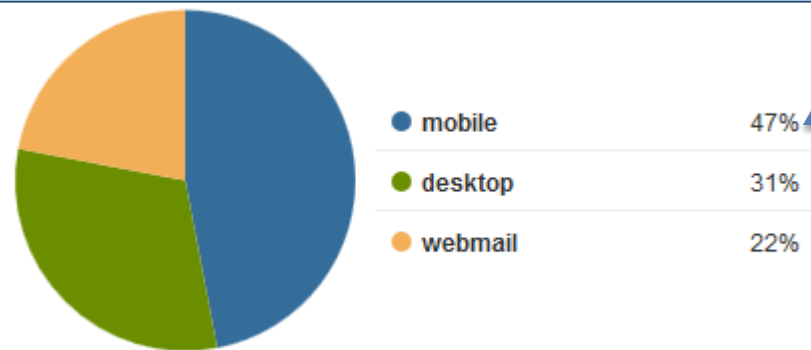
Litmus Results

Reading environment

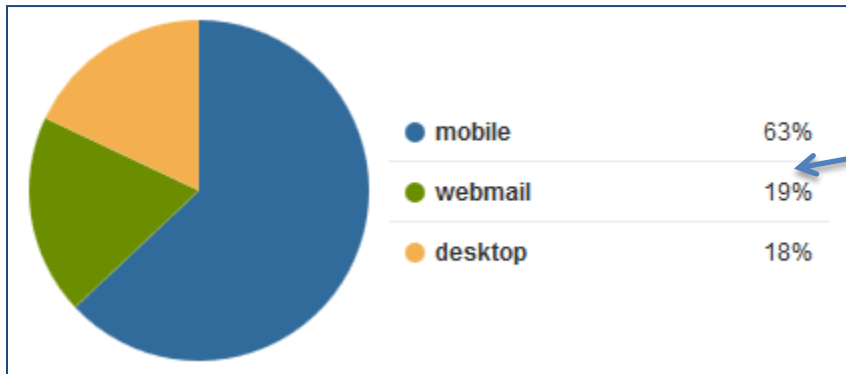
The popularity of different environments, such as web-based email clients (Gmail, Hotmail etc), Desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)





Name	Opens
 20130405 Mobile Mittens	562,835
 20130305 Mobile Oz	538,963
 20130214 Mobile Bi Weekly	389,209



Litmus Results



Name	Opens
 20130725 Where's My Mickey	398,383
 20130517 Mobile Allie's Story	514,048

