

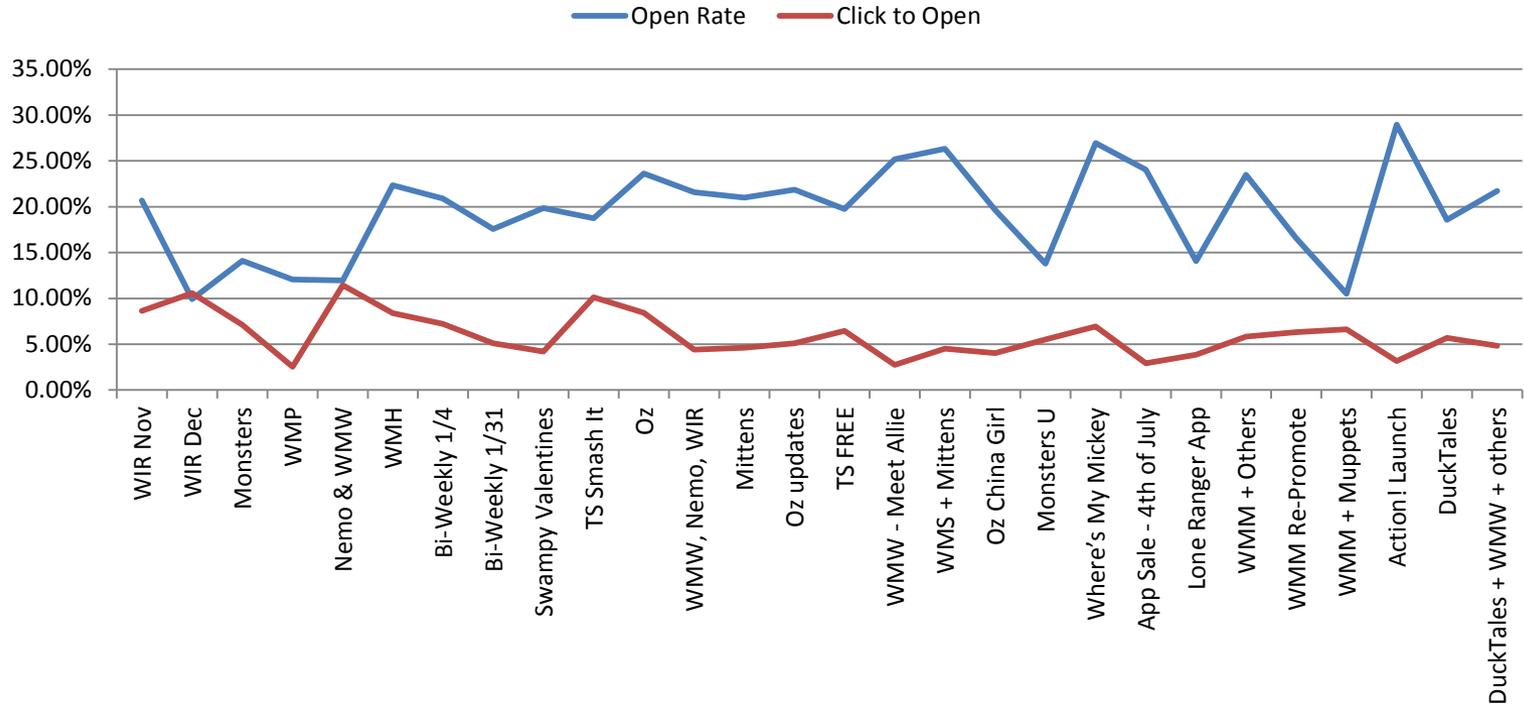


Disney Interactive

# Disney Mobile

Email Campaign Summary Report FY13

# Summary FY 13 Campaigns



Average Open Rate: 20.11%

Average Click to Open Rate: 5.64%

# 9/26/13 Various Apps

**Subject Line:** Download Disney's Newest FREE Mobile Games!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,405,187	25.50%	1.03%	4.02%
CDE List	1,401,979	17.84%	1.08%	6.03%
<b>Total</b>	<b>2,807,166</b>	<b>21.73%</b>	<b>1.05%</b>	<b>4.83%</b>

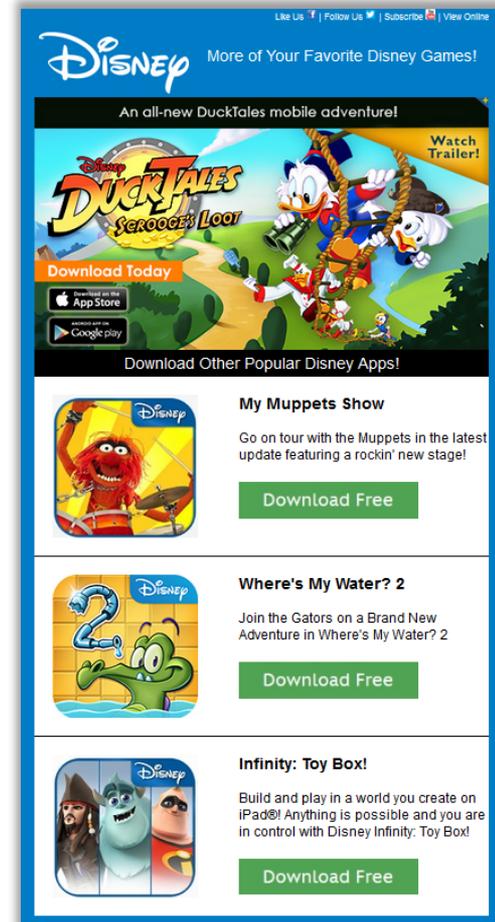
## Summary

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- Open rate (21.7%) was in-line with what we have been seeing in FY13 (20%)
- "Infinity: Toy Box" generated the most engagement at 27% of all clicks, followed by "My Muppets" at 23% and "Where's My Water? 2" at 20%.
- DuckTales had low performance but could be due way the links were coded that didn't allow mobile viewers using default email client to click on badges. This has been fixed for future email campaigns.
- Best performing segments included:
  - Canadian, including CA Teens (35% open, 5.0% click to open)
  - Snow White fans (22% open, 9% click to open),
  - Games fans category (21% open, 12% click to open)
  - Where's My Franchise (21% open, 11% click to open)

\*data from 9/26 – 10/3

- Kochava metrics\* were used for DuckTales badges and showed a 14.3% conversion rate

Metrics	Clicks	Installs	Conversion
iOS	1,762	339	19.2%
Android	1,746	165	9.4%
<b>Total</b>	<b>3,508</b>	<b>504</b>	<b>14.3%</b>



# 9/19/13 DuckTales

**Subject Line:** NEW DuckTales Mobile Game - Download Today!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	994,839	16.65%	0.92%	5.50%
CDE List	663,048	21.55%	1.28%	5.94%
<b>Total</b>	<b>1,657,887</b>	<b>18.57%</b>	<b>1.06%</b>	<b>5.70%</b>

## Summary

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- The open rate (18.5%) was just below our FY13 average but click to open rate (5.70%) was in-line with what we have been seeing with our mobile emails
- App Store badge top performing link, representing 45% of all clicks followed by the trailer link at 21% of all clicks
- The mobile footer icons continue to perform well, generating 8% of all clicks
- Best performing segments included:
  - DuckTales website visits (29% open, 23.8% click to open!),
  - Where's My Water Franchise (25% open, 11.7% click to open)
  - Mickey fans (19% open, 10.5% click to open)
- Kochava metrics\* showed a 14.6% conversion rate

Metrics	Clicks	Installs	Conversion
iOS	13,267	2,116	15.9%
Android	4,600	503	10.9%
<b>Total</b>	<b>17,867</b>	<b>2,619</b>	<b>14.6%</b>

\*data from 9/19 – 9/25

The advertisement is a vertical banner for the mobile game 'DuckTales: Scrooge's Loot'. At the top, it features the Disney logo and the text 'Jump Into Mounds of Riches With This New Treasure-Hunting Game!'. Below this is a large image of the game's main character, Scrooge McDuck, and his nephews, Dewey, Louie, and Webby, in a treasure-hunting setting. A 'Download Today' button and 'App Store' and 'Google Play' badges are prominently displayed. A 'Watch Trailer!' link is also present. The middle section shows a screenshot of the game interface with the text 'Team up with friends in this mad gold rush!' and 'Join the battle for gold!'. Below this are two smaller images: one showing Scrooge recovering loot and another showing character customization options. At the bottom, there are links to other Disney mobile apps like 'Where's My Water?' and 'Disney Animated'. The footer contains a row of icons for various Disney mobile apps.

# 9/12/13 Where's My Water? 2

**Subject Line:** Where's My Water? 2 - The Gators Are Back!

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	939,754	15.49%	0.47%	3.05%
CDE List	2,038,854	16.82%	0.71%	4.25%
<b>Total</b>	<b>2,978,608</b>	<b>16.40%</b>	<b>0.64%</b>	<b>3.89%</b>

## Summary

- View online version of email [here](#) (resize your browser to see mobile friendly version)
- Open rate (16.4%) was lower than anticipated for this highly anticipated app but not surprising as we were able to get one of our largest reaches all year. In order to reach almost 3 million emails, we had to bring on less segmented customers which brought down the overall engagement metrics of this campaign.
- Primary image generated most engagement at 49% of all clicks which drove to the trailer on YouTube
- iOS CTA once again top performing badge, representing 27% of all clicks in the email
- Best performing segments included:
  - Infinity registrants (29% open, 7.5% click to open),
  - Canadians (28% open, 3.9% click to open)
  - Where's My Franchise (24% open, 10.7% click to open)



# 8/28/13 Disney Infinity Action!

**Subject Line:** Download Disney Infinity: Action! App

Metrics	Sent	Open Rate	Click Rate	Click to Open Rate
FOB List	1,803,965	34.27%	0.96%	3.17%
CDE List	1,026,942	19.38%	0.84%	4.33%
<b>Total</b>	<b>2,830,907</b>	<b>28.94%</b>	<b>0.92%</b>	<b>3.17%</b>

## Summary

- View online version of email [here](#)
- Open rate (28.94%) is the highest rate for mobile all year!
- “Play Now” generated most engagement at 22% of all clicks; closely following was “App Store” button CTA at 21%
- The “Watch Now” section came in at 17% of all clicks while the starter pack section performed low at only 9% of all clicks. No surprise with the low performance of the starter pack as the primary message of the email was the Action! app.
- Not surprisingly, the Infinity segment performed the best, generating over 55% of opens and 5.5% click to open rate

Subject Line	Open Rate	Click to Open
SL1: Download Disney Infinity: Action! App	29.08%	2.91%
SL2: Disney Infinity's New Movie-Making App	28.36%	3.29%
SL3: Disney Infinity comes to life on your mobile device!	28.70%	3.27%
SL4: Star alongside your favorite Disney Infinity Character with this app!	28.64%	3.01%

Use the Power of Imagination to Bring Disney Infinity Characters to Life!

**Disney INFINITY ACTION!**

**PLAY NOW!**

CREATE YOUR OWN MOVIES STARRING MR. INCREDIBLE, SULLEY, CAPTAIN JACK SPARROW AND YOU!

**CLICK HERE TO DOWNLOAD**

App Store Windows Store

**WATCH NOW!**

Over 30 animations to use in videos - Plus, movies with Mr. Incredible, Avatar fight with Captain Jack Sparrow, or score a brawl with Sulley!

**PURCHASE YOUR STARTER PACK AND EXPLORE A WORLD FULL OF INFINITE POSSIBILITIES!**

Play as some of your favorite Disney and Pixar characters, including Captain Jack Sparrow, Sulley, Mr. Incredible, and more! Explore their worlds, or create your own in Toy Box. Your journey to endless adventure begins today!

The Disney Infinity Starter Pack includes:

- Disney Infinity Video Game
- Disney Infinity Base
- Three Disney Infinity Figures
- Three Disney Infinity Play Sets
- Your First Disney Infinity Power Disc
- Unique web codes to unlock Disney Infinity online content

**ORDER NOW**

XBOX 360 PS3

Wii U Wii

# 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%
<b>Total</b>	<b>1,591,321</b>	<b>10.50%</b>	<b>0.70%</b>	<b>6.64%</b>

## 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%

The image shows a promotional email layout for Disney mobile apps. At the top, it says 'Disney' and 'FREE Apps! Download Where's My Mickey's and My Muppets Show today!'. Below that, it says 'Help Mickey collect water to make lemonade!'. There's a 'Download Today!' button with icons for the App Store, Google Play, and Amazon. The main content features two app tiles. The first is for 'WHERE'S MY MICKEY?' with a 'FREE' badge and a 'Download Today!' button. The second is for 'MY MUPPETS SHOW' with a 'Download Today!' button. At the bottom, there's a section for 'Celebrate the Nearly 35th Anniversary of The Muppet Movie!' with a 'Get Details' button and a Blu-Ray image.

# 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%)
- **1<sup>st</sup> 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%
<b>Total</b>	<b>2,063,533</b>	<b>16.55%</b>	<b>1.05%</b>	<b>6.33%</b>

## 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

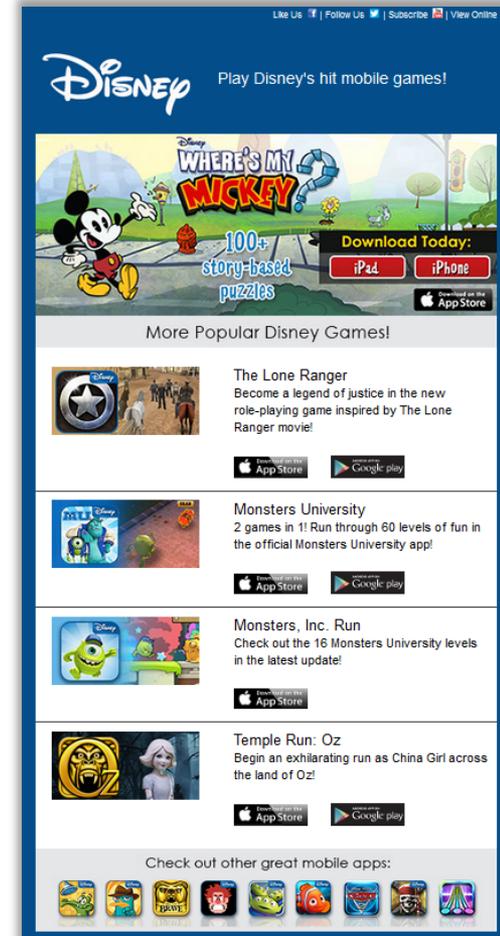
**Subject Line:** Where's My Mickey - Download Disney's Popular Game Today!

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%
<b>Total</b>	<b>1,969,187</b>	<b>23.49%</b>	<b>1.37%</b>	<b>5.85%</b>

## 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%	041%	3.69%
CDE List	772,464	18.50%	0.74%	3.99%
<b>Total</b>	<b>1,872,875</b>	<b>15.99%</b>	<b>0.54%</b>	<b>3.85%</b>

## 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 the Lone Ranger mobile app and movie. At the top, the Disney logo is on the left, and social media links for 'Like Us', 'Follow Us', and 'View Online' are on the right. Below the logo, the text reads 'Saddle up for an adventure with The Lone Ranger!'. A main banner features a desert landscape with a star icon and the text 'Become a legend of justice in the new game inspired by The Lone Ranger movie!'. A yellow button says 'Download Today' with an 'Download on the App Store' icon. Below this, a section titled 'Take the reins as one of the greatest Texas Rangers in the Wild West.' shows two game screenshots. The first screenshot is labeled 'Restore peace to the town.' and the second is labeled 'Fight against greed and corruption'. A green button says 'Watch the trailer'. 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'. The movie title is also present, along with the release date 'IN THEATERS July 3'.

# 7/4/13 4<sup>th</sup> 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%
<b>Total</b>	<b>2,413,711</b>	<b>24.03%</b>	<b>0.70%</b>	<b>3.72%</b>

## 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%
<b>Total</b>	<b>2,802,641</b>	<b>26.9%</b>	<b>1.87%</b>	<b>6.95%</b>

## 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

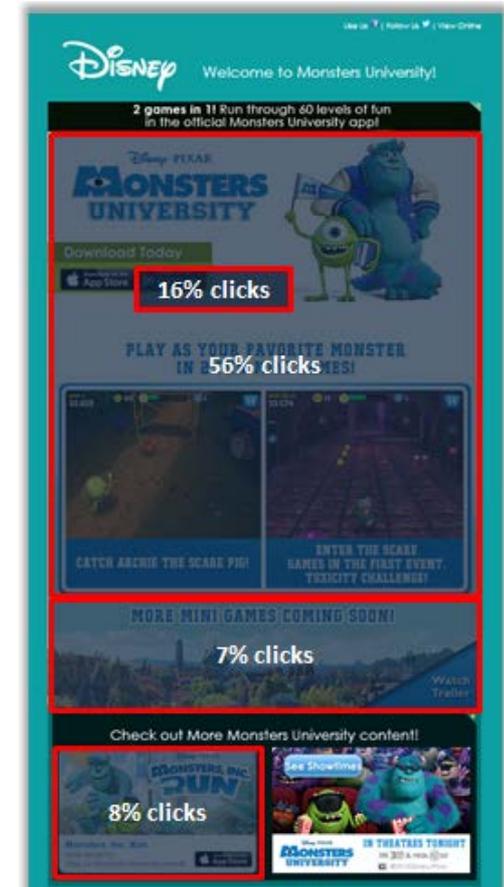
**Subject Line:** Download Monsters University App + Watch the Trailer

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



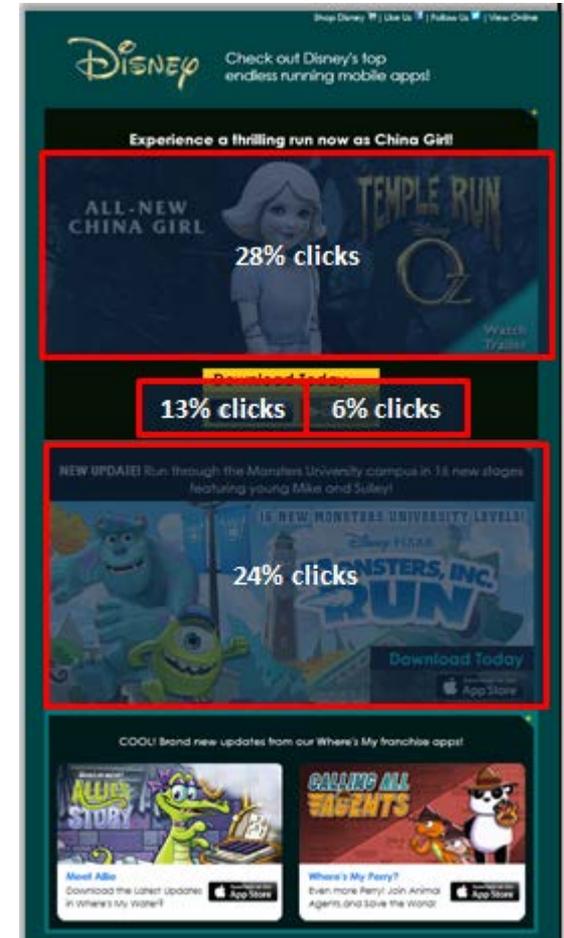
# 6/13/13 Oz China Girl + Monsters

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

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

## Summary

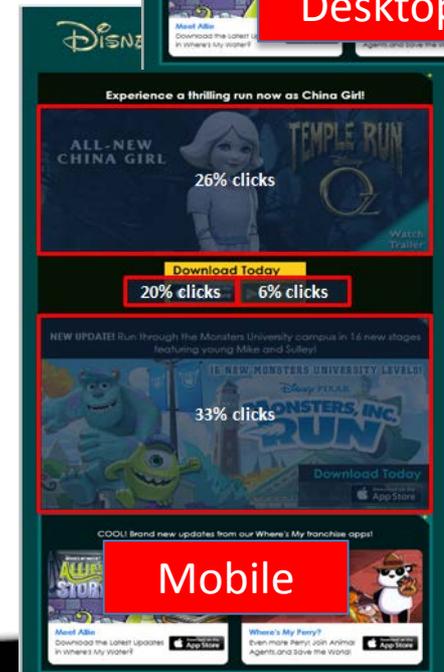
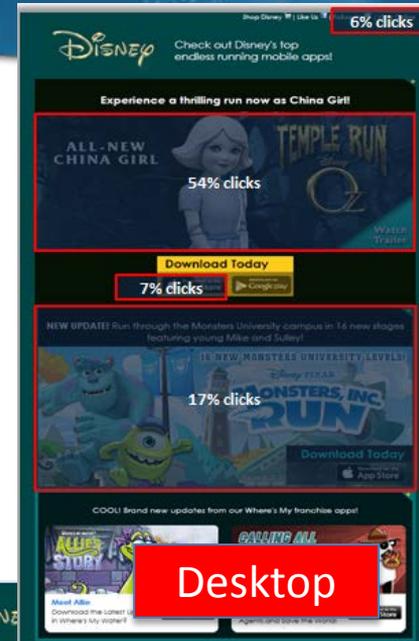
- View online version email [here](#)
- Email was designed for mobile. To view the mobile design, click on above link and resize your browser to mobile phone size. You should see the images shrink and bottom two images sit on top of each other.
- Open rate of 19.64% was in-line with the average of 19.21% 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



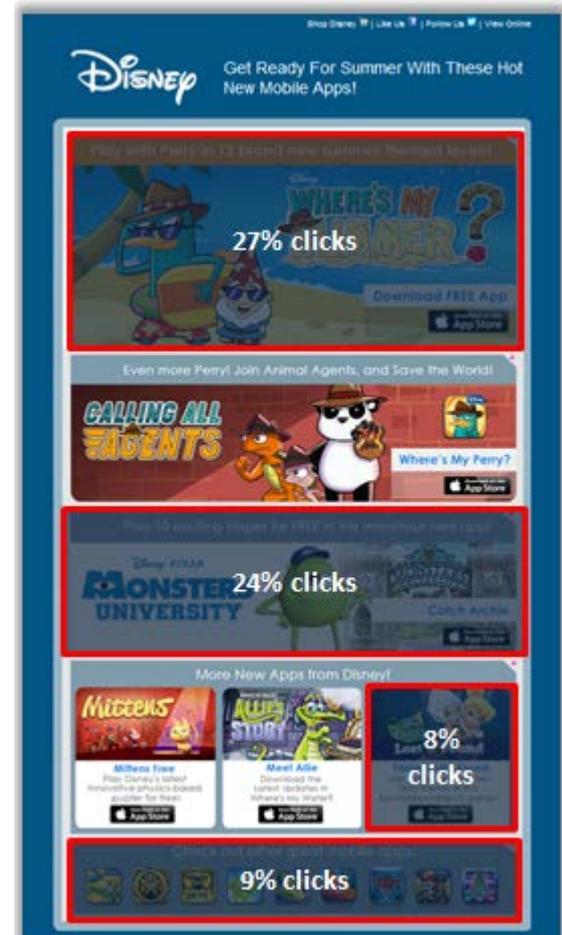
# 5/30/13 Where's My Summer

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

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



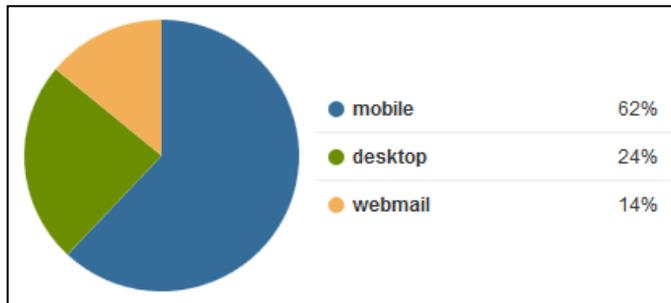
# 5/17/13 WMW Meet Allie

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

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



5% clicks

6% clicks

Check Out This Action-Packed update in Where's My Water?

WHERE'S MY WATER? ALLIE'S STORY 40+ BRAND NEW LEVELS! WATCH TRAILER!

43% clicks

Download Now

Download on the App Store

Meet Allie the most creative alligator

30% clicks

Play all new STEAM levels

Unlock bonus levels!

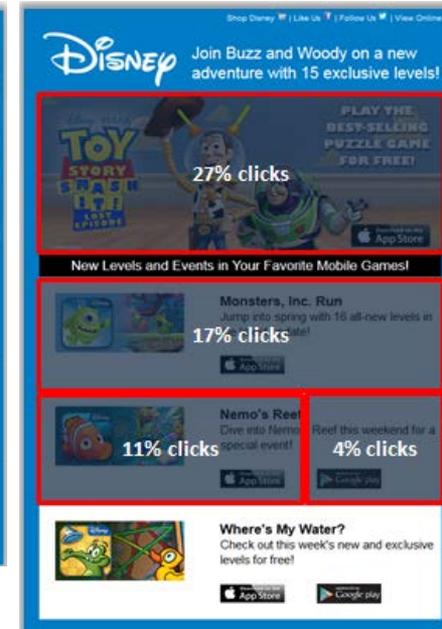
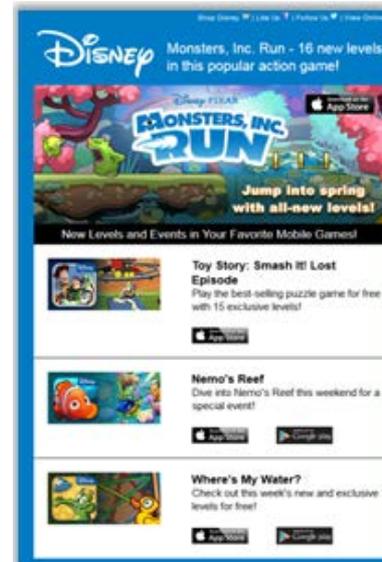
Try 5 challenging puzzles for free

SHOP WHERE'S MY WATER? Visit >>> Disney STORE.COM

# 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
<b>Sent:</b>	1,237,346	742,600	494,746
<b>Open Rate:</b>	19.74%	21.04%	17.74%
<b>CTD %:</b>	1.27%	1.11%	1.53%
<b>CTO %:</b>	6.46%	5.26%	8.64%
<b>Unsub %</b>	n/a	0.21%	n/a
<b>Supp %</b>	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
<b>Sent:</b>	1,684,243	962,338	721,905
<b>Open Rate:</b>	21.87%	23.41%	19.78%
<b>CTD %:</b>	1.11%	1.04%	1.21%
<b>CTO %:</b>	5.09%	4.45%	6.12%
<b>Unsub %</b>	n/a	0.23%	n/a
<b>Supp %</b>	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
<b>Download Temple Run: Oz the App</b>	22.32%	4.65%
<b>Get these exciting New App Updates</b>	22.25%	3.19%
<b>See What's New in Temple Run: Oz</b>	22.02%	3.10%
<b>Today Only - Get \$0.99 worth of Temple Run: OZ coins</b>	22.64%	2.74%

Shop Disney | Like Us | Follow Us | View Online

Disney Check Out Exciting New Features & Cool New Apps!

Download the latest update for Temple Run: Oz!

54% clicks

Temple Run: Oz: **8% clicks**

**BRAND NEW LOCATION WINKIE COUNTRY**  
NEW OBSTACLES watch out for Winkie guards  
"HEAD START" FEATURE Fast travel to any location  
LEADERBOARD beat your friends' distances

See What's New with our Disney mobile titles:

**Mittens** 6% clicks  
Play Disney's latest adorablest physical-based puzzle!

**Temple Run: BRAVE** 6% clicks  
Join Merida in another exciting kingdom adventure!

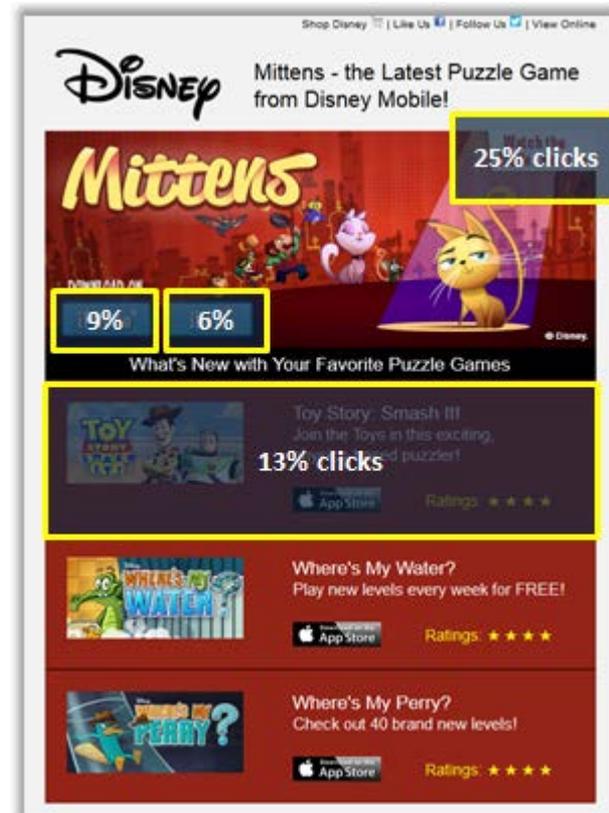
# 4/5/13 Mobile Bi-Weekly (Mittens)

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

Metrics	Grand Total	FOB	CDE
<b>Sent:</b>	2,356,175	1,413,668	942,507
<b>Open Rate:</b>	20.97%	20.05%	22.38%
<b>CTD %:</b>	0.97%	0.72%	1.35%
<b>CTO %:</b>	4.62%	3.59%	6.03%
<b>Unsub %</b>	n/a	0.20%	n/a
<b>Supp %</b>	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
<b>iOS Previous Openers</b>	54%	Mittens - New for Your iPhone or iPad! Download Now
<b>General Segment</b>	19%	Mittens   Disney's New Puzzler! Download Now

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

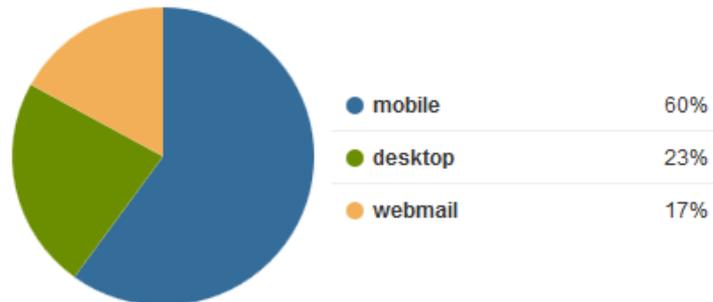
## Litmus Summary

- 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

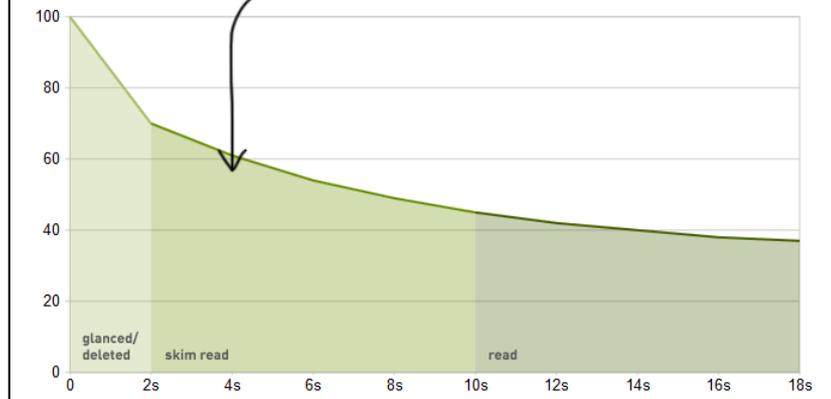
## Reading environment

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

Segment	Test Results: Open Rate
<b>WMW</b>	35.1%
<b>Nemo</b>	26.4%
<b>WIR</b>	22.3%
<b>Generic</b>	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 - 3<sup>rd</sup> 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
<b>WMW fans, page visitation or purchase</b>	27.2%	9.2%	WMW version
<b>Pixar fans, page visitation or purchase</b>	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!

Shop Disney | Like Us | Follow Us | View Online

**Disney** More of Your Favorite Disney Games!

Build the perfect reef for Nemo and friends in the newest update!

**Disney Pixar NEMO'S REEF**

Download on the App Store | Get it on Google play

New Content for Your Favorite Games!

	<b>Toy Story: Smash It!</b> Download this best-selling puzzle game!
	<b>Wreck-it Ralph</b> Now with 5 games in 1 app! Play now!
	<b>Where's My Water?</b> Play new levels every week for FREE!
	<b>Where's My Perry?</b> Check out 40 brand new levels!
	<b>Template Run: Oz</b> Download this smash hit from Disney today!

Shop Disney | Like Us | Follow Us | View Online

**Disney** More of Your Favorite Disney Games!

Now with 5 games in 1 app!  
Blast cy-bugs in the new mini game, Flight Command!

**Disney WRECK-IT RALPH**

Download on the App Store | Get it on Google play

New Content for Your Favorite Games!

	<b>Template Run: Oz</b> Download this smash hit from Disney today!
	<b>Toy Story: Smash It!</b> Download this best-selling puzzle game!
	<b>Nemo's Reef</b> Join Nemo and friends in this FREE app!
	<b>Where's My Water?</b> Play new levels every week for FREE!
	<b>Where's My Perry?</b> Check out 40 brand new levels!

Shop Disney | Like Us | Follow Us | View Online

**Disney** More of Your Favorite Disney Games!

Beat every Level of the Week in style with the new Photo Finish feature!

**WHERE'S MY WATER?**

Download on the App Store | Get it on Google play

New Content for Your Favorite Games!

	<b>Where's My Perry?</b> Check out 40 brand new levels!
	<b>Template Run: Oz</b> Download this smash hit from Disney today!
	<b>Wreck-it Ralph</b> Now with 5 games in 1 app! Play now!
	<b>Toy Story: Smash It!</b> Download this best-selling puzzle game!
	<b>Nemo's Reef</b> Join Nemo and friends in this FREE app!

**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
<b>Sent:</b>	1,808,853	1,066,667	742,186
<b>Open Rate:</b>	23.62%	26.73%	19.08%
<b>CTD %:</b>	1.99%	2.02%	1.95%
<b>CTO %:</b>	8.43%	7.56%	10.21%
<b>Unsub %</b>	n/a	0.15%	n/a
<b>Supp %</b>	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

Shop Disney | Like Us | View Online

**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

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

TEMPLE RUN OZ

6%

Watch the Trailer

Oz the Great & Powerful

3%

Buy Tickets

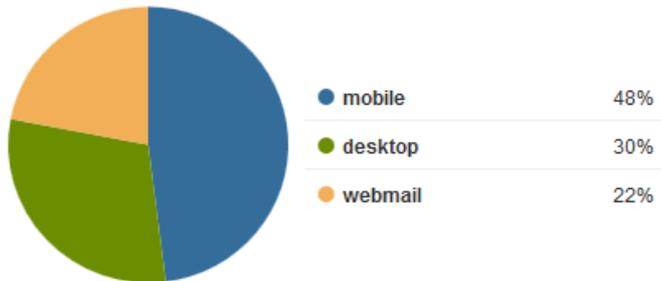
# 3/6/13 Mobile Temple Run Oz

## 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

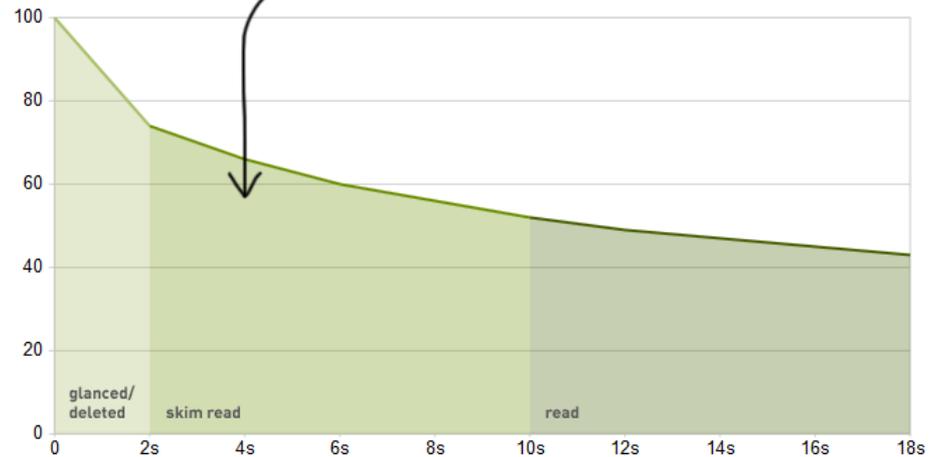
## Reading environment

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
<b>Sent:</b>	2,017,179	1,516,897	500,282
<b>Open Rate:</b>	18.74%	19.24%	17.21%
<b>CTD %:</b>	1.90%	1.70%	2.50%
<b>CTO %:</b>	10.13%	8.85%	14.51%
<b>Unsub %</b>	n/a	0.30%	n/a
<b>Supp %</b>	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

The screenshot shows a mobile email interface with a blue header. At the top right, it says "Shop Disney", "Like Us", "Follow Us", and "View Online". The main header features the Disney logo and the text "The Toy Story Gang is back! Play fun Disney & Pixar mobile apps." Below this is a large banner for "Toy Story: Smash It!" with the text "The Toys are back in an all-new puzzle game with 60 levels!". The banner includes images of Woody, Jessie, Buzz Lightyear, and the Aliens. A yellow bar below the banner shows "48% CTR" and "12% CTO". Below the banner is a section titled "New content for your favorite games!" with three app tiles: "Monsters, Inc. Run" (10% CTR), "Where's My Water?" (Photo Finish! Share with Friends!), and "Where's My Perry?" (Celebrate Platypus day with all-new levels!). Below this is a section titled "Check out these other great mobile titles:" with three more app tiles: "Wreck-It Ralph" (4% CTR), "Nemo's Reef", and "Temple Run: Brave". The final tile is "TTR Tour". Each tile includes an app icon, the app name, and download links for the App Store and Google Play.

# 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
<b>Sent:</b>	1,706,678	934,498	772,180
<b>Open Rate:</b>	19.94%	22.51%	16.56%
<b>CTD %:</b>	0.84%	0.85%	0.81%
<b>CTO %:</b>	4.21%	3.80%	4.90%
<b>Unsub %</b>	n/a	0.26%	n/a
<b>Supp %</b>	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



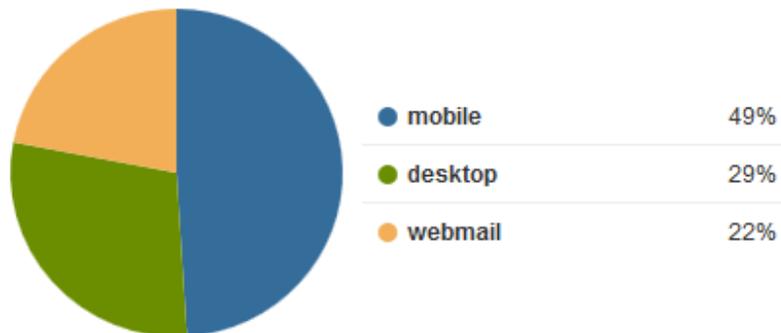
# 2/14/13 Mobile Bi-Weekly (WM Valentine)

## 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
<b>Sent:</b>	2,108,044	1,472,104	635,940
<b>Open Rate:</b>	17.57%	16.48%	20.09%
<b>CTD %:</b>	0.90%	0.85%	1.01%
<b>CTO %:</b>	5.10%	5.14%	5.04%
<b>Unsub %</b>	N/A	0.29%	N/A
<b>Supp %</b>	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

**Where's My Perry?**  
15% clicks

**WRECK-IT RALPH**  
17% clicks

**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

# 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
<b>Sent:</b>	1,346,576	768,149	578,427
<b>Open Rate:</b>	20.88%	22.23%	19.06%
<b>CTD %:</b>	1.51%	1.24%	1.87%
<b>CTO %:</b>	7.23%	5.59%	9.81%
<b>Unsub %</b>	n/a	0.29%	n/a
<b>Supp %</b>	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
<b>Sent:</b>	1,449,498	917,353	532,145
<b>Open Rate:</b>	22.33%	24.71%	18.17%
<b>CTD %:</b>	1.88%	1.84%	1.93%
<b>CTO %:</b>	8.40%	7.46%	10.62%
<b>Unsub %</b>	n/a	0.28%	n/a
<b>Supp %</b>	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 2<sup>nd</sup> 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!**

Disney Celebrate the Holidays with Swampy and Perry in this brand new app!

**WHERE'S MY HOLIDAY?**

Download Now

52% clicks 17% clicks

Swampy & Perry need your help! Play 12 brand new holiday-themed levels for FREE!

8% clicks

More Games from Disney!

5% clicks

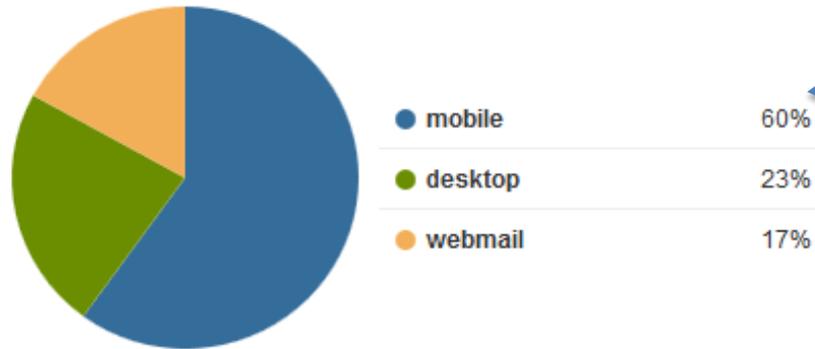
Available on the App Store | Get it on Google Play | Connect with Disney!

# Appendix

# Litmus Results

## Reading environment

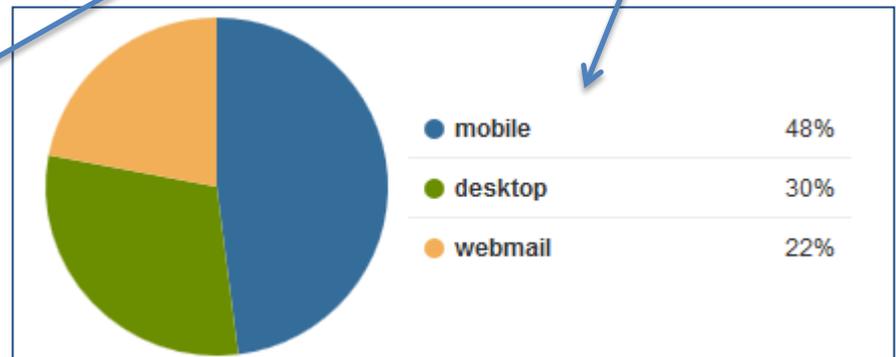
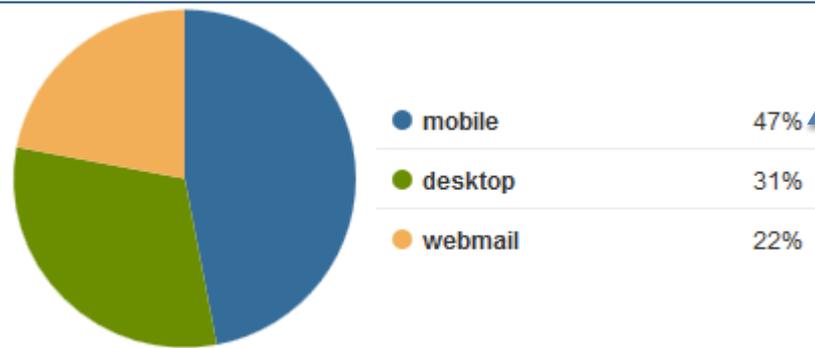
The popularity of different environments, such as web-based email clients (Gmail, Hotmail etc), Desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)



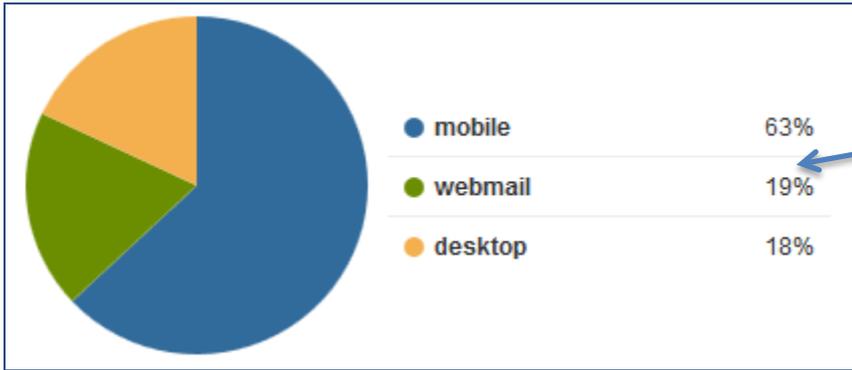
### Name

### 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

