



Email Campaign Results

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Send Date : 8/22/2020 10:36:00 AM

Subject Line : #DCFanDome is LIVE! Join fans around the world for a 24-hour show with DC's biggest stars!

From: Warner Bros. Pictures

Delivered	Opened	Clicked	Unsubbed
841,228	154,403	10,630	1,112

Theatrical

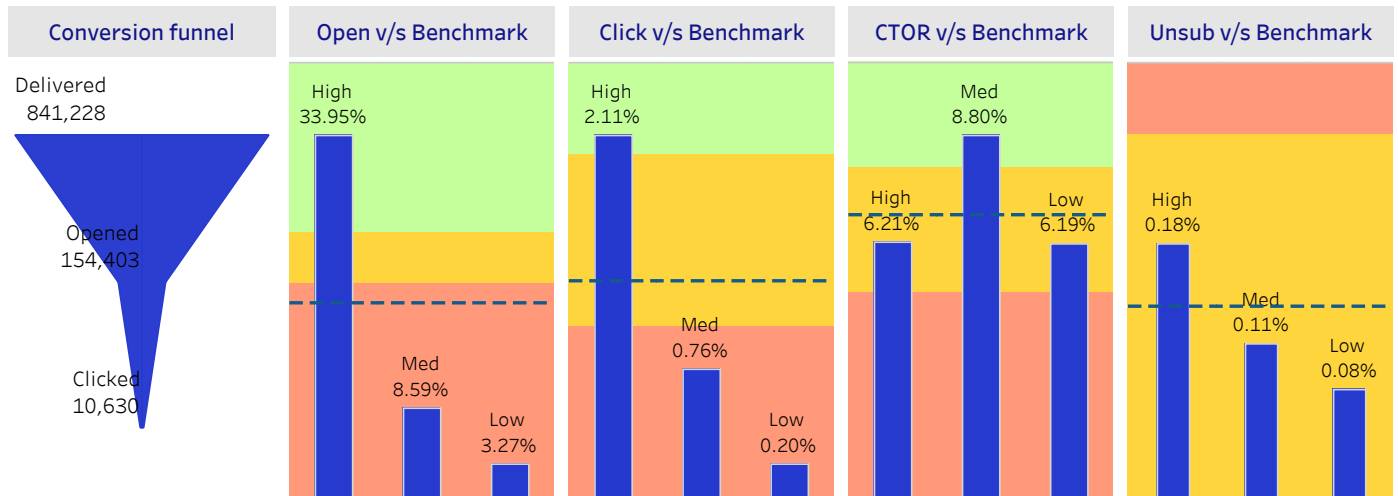
Opens: 20%-25%

Clicks: 1.0%-2.0%

CTOR: 5.00%-8.00%

Unsub: 0%-0.25%

Open Rate	Click Rate	Click to Open Rate (CTOR)	Unsub Rate
18.35% Below Range	1.26% Within Range	6.88% Within Range	0.13% Within Range



Performance Summary

Engagement of this campaign was very positive, with significantly higher engagement than the reminder email (indicative of strong content within email). This is a huge positive as campaigns tend to experience send fatigue with each send. This campaign did not experience that. Overall: Launch email did better than both announcement and reminder; the reminder email performed the poorest of the 3, which we can attribute to the lack of overall content.

This Launch campaign appears to have had solid click activity, illustrating the strength of the content (Click rate and CTOR were above benchmark in comparison to reminder email: CR 1.26% vs 0.4%; CTOR 6.88% vs. 2.37%). Open rate was also significantly better (OR 18.35% vs. 16.77%). The High Affinity segment continues to perform well with Open Rate (33.95%) performing 30% above benchmark, Click Rate (2.11%) performing 5% above benchmark and CTOR (6.21%) within range. The CTOR for both the Medium segment (8.80%) and Low Affinity (6.19%) also were within benchmark, show that of those that opened the email, were very interested and engaged with the content.

Majority of clicks went to the Wonder Woman 84 Trailer (45%), typically it's the first pod that receives the most clicks but the trailer was in the second pod. Strength of content was prevalent throughout, as evidenced by the high click rate of the WW84 pod (despite 2nd pod placement). Sweepstakes pod also had positive engagement, despite its 3rd placement, demonstrating that consumers are willing to interact with content post click. Generally, the more content to interact with, the better.

FB Frame also still maintained positive engagement (11%); the option of 4 frames piqued enough interest to interact, as opposed to the previous send's FB frame engagement (6%). People are curious and love options/multiple click points!

Results By Segment

Segment	Delivered	Opened	Open Rate	Clicked	Click Rate	CTOR	Unsub Rate
High	332,080	112,752	33.95%	6,999	2.11%	6.21%	0.18%
Med	469,660	40,359	8.59%	3,551	0.76%	8.80%	0.11%
Low	39,488	1,292	3.27%	80	0.20%	6.19%	0.08%
Grand Total	841,228	154,403	18.35%	10,630	1.26%	6.88%	0.13%



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Content Performance

Segment	Fandome Site		WW84 Trailer		Sweepstakes		Fandango		FB Frame	
	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate
High	1,579	23%	3,381	48%	1,935	28%	418	6%	799	11%
Med	967	27%	1,341	38%	924	26%	198	6%	392	11%
Low	15	19%	26	33%	13	16%	4	5%	5	6%
Grand Total	2,561	24%	4,748	45%	2,872	27%	620	6%	1,196	11%

Note: Content with fewer than 25 clicks is omitted per GDPR policy