



Studio and Segmentation: Building Complex, Reusable Audiences for Dynamic Content

Anna Bayacal
Sr. Manager, Digital Communications at Cinemark





Bayacal, Anna

**Sr. Manager, Digital
Communications at Cinemark**

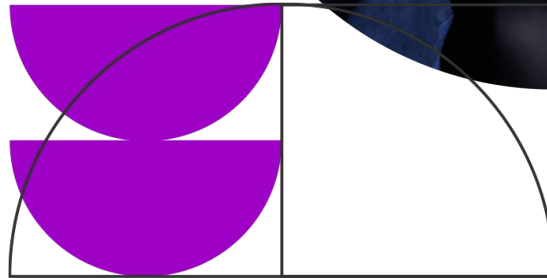
At Cinemark, Anna is the technical product owner, content expert, and marketing strategist for email and mobile messaging channels.



Cinemark Theatres

Cinemark is a leader in the motion picture exhibition industry with over 500 theatres and 5,000 screens in the U.S. and Latin America.

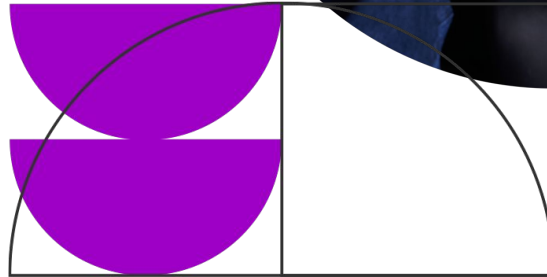
Personalization is a key priority for Cinemark digital communications.



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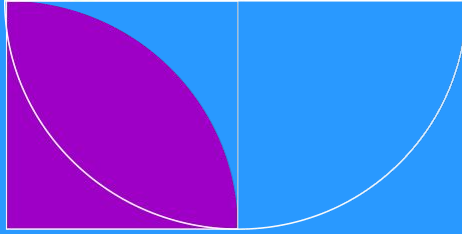
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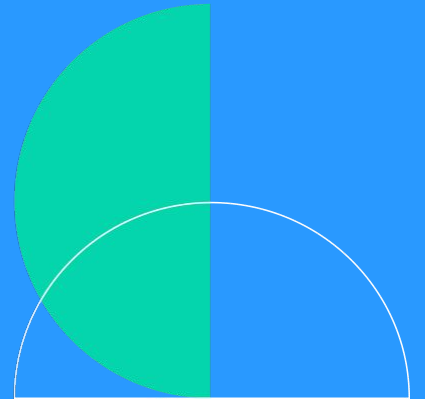


Agenda

- 01** Challenge
- 02** Solution
- 03** Studio Journey setup
- 04** Application
- 05** Results



Challenge



Challenge #1

People are not defined by one profile attribute

Customers fall into numerous categories, created by a mix of profile attributes, custom, and system events.

Segmentation requires a mix of various data points.



Challenge #1

People are not defined by one profile attribute



Movie Club Member

Loyalty status
(Profile attribute)

Frequent Visitor

Transaction date
(Custom event)

Online Concessions

Purchaser

Transaction category
(Custom event)

Inactive Member

Engagement history
(System event)
Transaction date
(Custom event)

Challenge #1

People are not defined by one profile attribute



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Loyalty status
(Profile attribute)



Frequent Visitor

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(Custom event)



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Purchaser
Transaction category
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Inactive Member

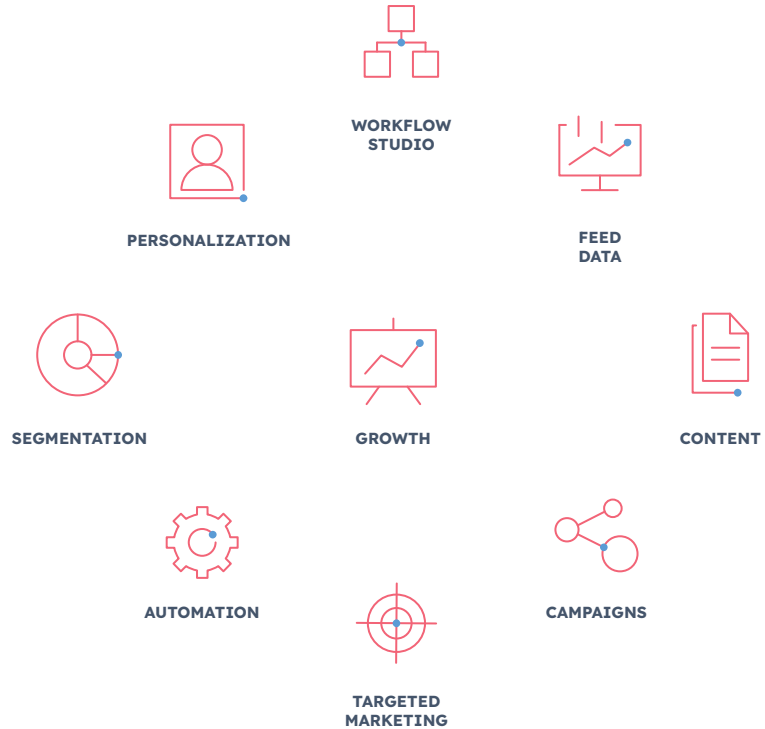
Engagement history
(System event)
Transaction date
(Custom event)

Challenge #2

Our team has multiple focus areas

Our team is responsible for all aspects of digital communications at Cinemark, including all steps for deployment.

We need a method of supporting personalization that is scalable.



Audience Example

Doe, Jane

Movie Club Member, mom of 3, and loves to wait until the last minute to order concessions

Targeting a personalized message for customers like Jane requires a complex segment using profile attributes and custom events.



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Movie Club Member, mom of 3, and loves to wait until the last minute to order concessions

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Repetition of Segmentation Logic

1 Segmentation

Create logic using profile attributes, custom, and system events

2 Template Setup

Replicate segmentation logic to use handlebars to personalize content

3 QA

Review logic in template setup

This method of replicating segmentation resulted in 5+ hours of work per week

Segmentation

Find users that meet of the following criteria

Find users that meet of the following criteria

- MEET NAME** Contact Property
 - where: loyaltyStatus Equals
 - and:
- AND** Custom Event
 - where: purchased.items.movieTitle Matches Regex
 - and:
- + ADD REQUIREMENT**
- AND** Find users that meet of the following criteria
 - CANT NAME** Custom Event
 - where: purchased.items.catalog Equals
 - and: purchased.items.movieTitle Equals
 - and:

LESS WAITING. MORE SNACKING.

Order snacks ahead for your upcoming movie & skip the line.

Snacks in a Tap

[[#(Eq loyaltyStatus "Movie Club")]]{{#(MatchesRegexStr purchased.items.movieTitle "Paws of Fury/Lightyear/The Bad Guys/Minions the Rise of Gru")}}{{#(Eq purchased.items.catalog "Concessions")}}
{{#(Eq purchased.items.movieTitle "DC League of Superpets")}}

Repetition of Segmentation Logic

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Solution





Solution #1

Use lists to drive personalization

Instead of replicating the segmentation logic through handlebars, create a standard list using the original segment.

Reference that list in the handlebars to personalize content, using:

```
{{#ifContains emailListIds "#####"}}
```


Convert segment to a standard list

Segmentation

Find users that meet **all** of the following criteria

MUST HAVE Find users that meet **all** of the following criteria

MUST HAVE **Contact Property**

where loyaltyStatus Equals Movie Club

and + Add Contact Property field

AND **Custom Event**

where purchased.items.movieTitle Matches Regex Paws of Fury,Lightyear(The Bad Guys)Minions the

and + Add Custom Event field

+ ADD REQUIREMENT

AND Find users that meet **none** of the following criteria

CANY HAVE **Custom Event**

where purchased.items.catalog Equals Concessions

and purchased.items.movieTitle Equals DC League of Superpets

and + Add Custom Event field



Standard list details

Standard List

Add a description

Find users that meet **any** of the following criteria and are in the list **Standard List**

MUST HAVE Find users that meet **any** of the following criteria

MUST HAVE Choose a property...

+ ADD REQUIREMENT

+ ADD A NEW GROUP

Dynamic List

Creates logic using profile attributes, custom, and system events

Standard List

Converted list to be used in template setup and audience management

Simplify handlebar expression

```
[[#ifEq loyaltyStatus "Movie Club"]][[#ifMatchesRegexStr purchased.items.movieTitle "Paws of Fury|Lightyear|The Bad Guys|Minions the Rise of Gru"]][[#ifEq purchased.items.catalog "Concessions"]][[#ifEq purchased.items.movieTitle "DC League of Superpets"]]
```



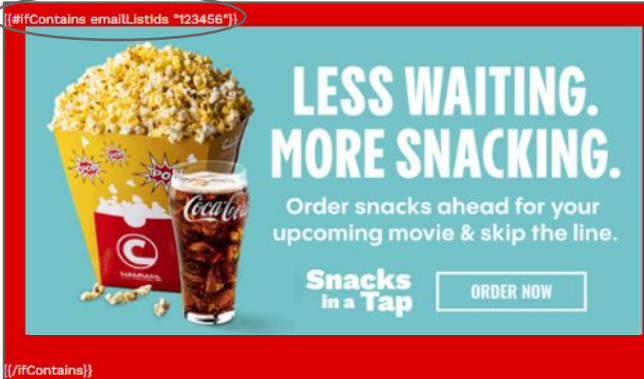
The banner features a large yellow popcorn bucket and a glass of Coca-Cola. The text reads: "LESS WAITING. MORE SNACKING. Order snacks ahead for your upcoming movie & skip the line. Snacks in a Tap ORDER NOW". The handlebar code is shown above and below the banner.

Complex handlebar expression

Replicates segmentation logic using handlebars



```
[[#ifContains emailListIds "123456"]]
```



The banner is identical to the one on the left, featuring popcorn and Coca-Cola with the text: "LESS WAITING. MORE SNACKING. Order snacks ahead for your upcoming movie & skip the line. Snacks in a Tap ORDER NOW". The handlebar code is shown above and below the banner.

Simplified handlebar expression

References converted standard list to simplify handlebar logic. Allows for use of custom event data outside of Journeys as well

Simplify handlebar expression

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[[#ifEq loyaltyStatus "Movie Club"]][[#ifMatchesRegexStr purchased.items.movieTitle "Paws of Fury|Lightyear|The Bad Guys|Minions the Rise of Gru"]][[#ifEq purchased.items.catalog "Concessions"]][[#ifEq purchased.items.movieTitle "DC League of Superpets"]]
```



LESS WAITING.
MORE SNACKING.

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Snacks in a Tap

[[/ifEq]][[/ifEq]][[/ifMatchesRegexStr]][[/ifEq]]

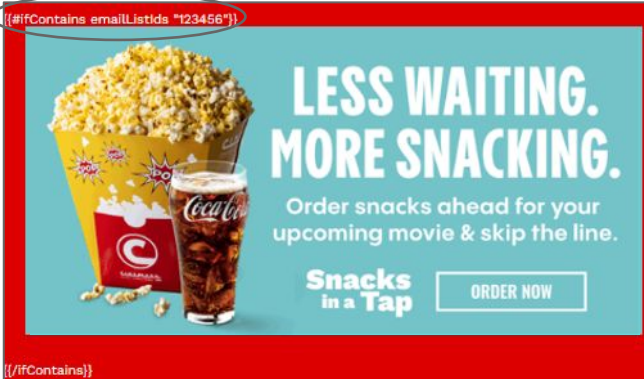
The image shows a promotional banner for movie snacks. It features a large yellow popcorn bucket, a glass of Coca-Cola, and the text 'LESS WAITING. MORE SNACKING.' Below this, it says 'Order snacks ahead for your upcoming movie & skip the line.' and 'Snacks in a Tap' with an 'ORDER NOW' button. The banner is framed in red. A red oval highlights the top handlebar expression, and another red oval highlights the bottom handlebar expression.

Complex handlebar expression

Replicates segmentation logic using handlebars



```
[[#ifContains emailListIds "123456"]]
```



LESS WAITING.
MORE SNACKING.

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Snacks in a Tap

[[/ifContains]]

The image shows the same promotional banner as the left side. A red oval highlights the top handlebar expression, which is significantly simpler than the one on the left. The bottom handlebar expression is also simpler. The banner is framed in red.

Simplified handlebar expression

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Simplify handlebar expression

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[[#ifEq loyaltyStatus "Movie Club"]][[#ifMatchesRegexStr purchased.items.movieTitle "Paws of Fury|Lightyear|The Bad Guys|Minions the Rise of Gru"]][[#ifEq purchased.items.catalog "Concessions"]][[#ifEq purchased.items.movieTitle "DC League of Superpets"]]
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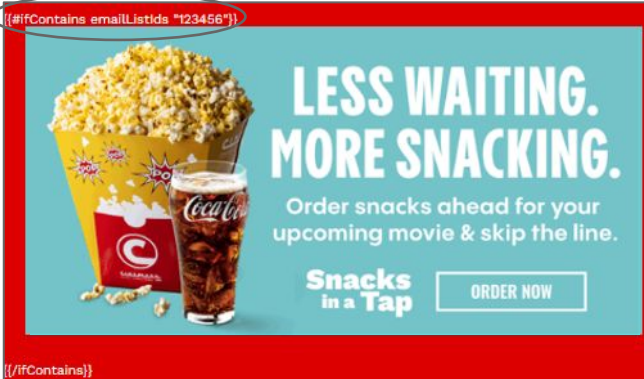
An advertisement banner for movie snacks. It features a large yellow popcorn bucket and a glass of Coca-Cola. The text reads "LESS WAITING. MORE SNACKING." and "Order snacks ahead for your upcoming movie & skip the line." Below this, it says "Snacks in a Tap" and "ORDER NOW". The banner is framed in red. A red oval highlights the top handlebar expression, and another red oval highlights the bottom handlebar expression.

Complex handlebar expression

Replicates segmentation logic using handlebars



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An advertisement banner for movie snacks, identical to the one on the left. It features a large yellow popcorn bucket and a glass of Coca-Cola. The text reads "LESS WAITING. MORE SNACKING." and "Order snacks ahead for your upcoming movie & skip the line." Below this, it says "Snacks in a Tap" and "ORDER NOW". The banner is framed in red. A red oval highlights the top handlebar expression, and another red oval highlights the bottom handlebar expression.

Simplified handlebar expression

References converted standard list to simplify handlebar logic. Allows for use of custom event data outside of Journeys as well

Solution #2

Use Studio to automate a daily list refresh

Create a Journey that “refreshes” the standard list to match the latest segmentation results from the dynamic list.

Set the journey to run daily to ensure the most accurate list is used.



Dynamic List

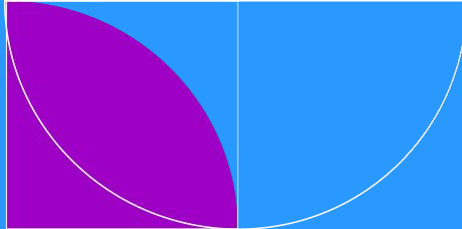
Reflects # at
time of refresh



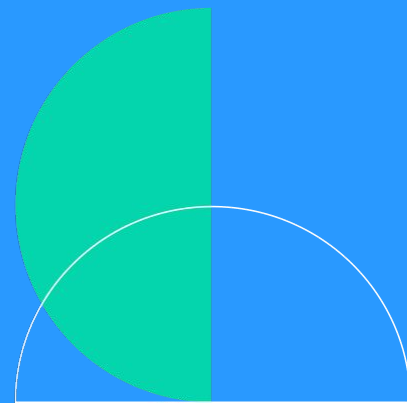
Standard List

Reflects # at
time of creation

Sample percentages of the latest audience captured



Journey Setup



Journey Setup

4 steps to create a reusable, “refreshing” Standard List

1 Blank Standard List

The end product – a reusable, “refreshing” standard list that will be used across the project

2 Dynamic List for Logic

Sets the logic for the end product

3 Dynamic List for Journey

Identifies users that need to be added or removed from the standard list

4 Journey

Runs the automated process of adding or removing users from the standard list

Journey Setup

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Runs the automated process of adding or removing users from the standard list

1. Blank Standard List

The end product

To start the set up, you'll need to create a blank list

The screenshot shows a four-step wizard for creating a list. The progress bar at the top indicates the current step is 'BASIC INFO' (step 1), with 'CHOOSE CSV' (step 2), 'REVIEW' (step 3), and 'RESULTS' (step 4) following. The form fields are as follows:

- List name:** A text input field containing 'Blank Standard List'.
- List description (optional):** A large text area that is currently empty.
- List type:** A selection area with three options: 'Standard' (selected with a green checkmark), 'Suppression' (with a circle and slash icon), and 'Internal' (with a mobile phone icon).
- Blank list?:** A toggle switch set to 'Yes', with the text 'Create a blank list with no users'.
- Update existing users only?:** A toggle switch set to 'No', with the text 'Only update users that already exist and ignore any new users.'
- Trigger journeys from this list?:** A toggle switch set to 'No', with the text 'Send list membership & field change events to trigger journey'.


A green 'NEXT →' button is located at the bottom right of the form.

Dynamic list details

Dynamic List for Logic

Add a description

Find users that meet of the following criteria

MUST HAVE Find users that meet of the following criteria 

MUST HAVE

Contact Property

where

and

AND

Email Click

where

and

AND

Custom Event

where

and

2. Dynamic List for Logic

Sets logic for end product

Create a dynamic list that defines the criteria for segmentation.

This is the list that controls the logic of the end product, so you'll make any updates to this dynamic list.

3. Dynamic List for Journey

Identifies users to update

This list identifies the users that need to be added or removed from the Blank Standard List.

It searches for customers who are either:

- Not in the list but should be
- In the list that should not be

These are the users that will enter the Journey.

Dynamic list details

Dynamic List for Journey

Add a description

Find users that meet of the following criteria

MUST HAVE Find users that meet of the following criteria

MUST HAVE

Contact Property

where
and
and

OR

Contact Property

where
and
and

+ ADD REQUIREMENT

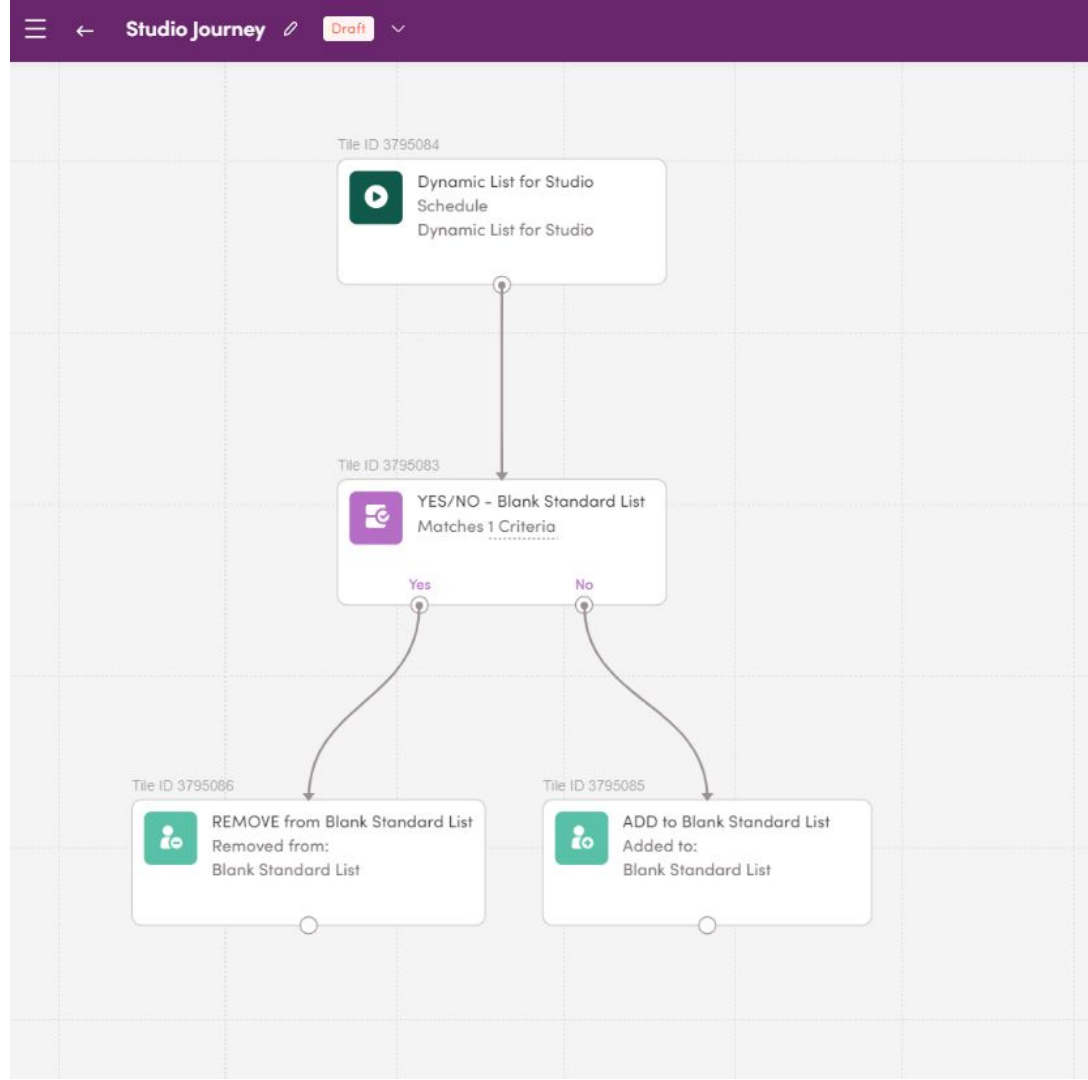
+ ADD A NEW GROUP

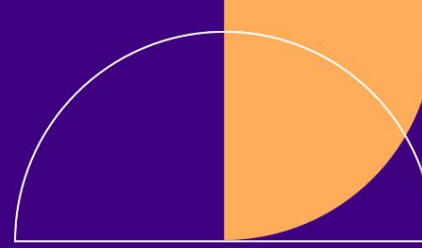
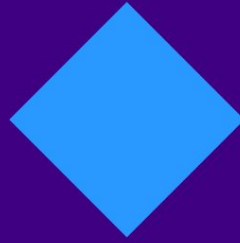
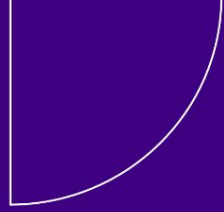
4. Journey

Automated updates

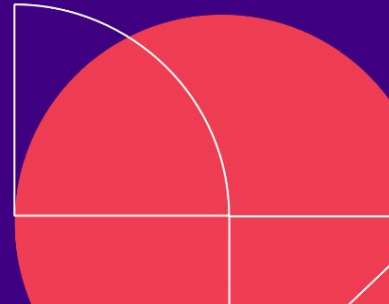
Using the list of users determined by the Dynamic List for Studio, the Studio Journey adds or removes users from the Blank Standard List.

This can be run daily, so you can ensure that the end product remains up to date.





Application



Application #1

Simplify handlebar logic

Replace complex audience segmentation with a simple `{{#ifContains emailListIds}}` statement.

```
{{#ifMatchesRegexStr loyaltyStatus "Guest"}}
```

SIGN UP FOR
CINEMARK MOVIE REWARDS
FOR A CHANCE TO WIN*
4 tickets to a 2023 music festival
of your choice PLUS hotel & airfare
additional prizes available



```
{{else}}{{#ifContains emailListIds "1776808"}}
```

You
Could
Win!

LEARN MORE

```
{{#ifContains emailListIds "1398561"}}
```



★★★★★
MOVIE CLUB PLATINUM YOUR PROGRESS TO PLATINUM STATUS THROUGH 2023

VISITS: `{{#if mcTierProgressVisitCount}}({{math 25 '-' mcTierProgressVisitCount}}){}{else}25{/if}` TO GO

```
{{#ifGte mcTierProgressVisitCount "25"}}
```



```
{{else}}{{#ifGte mcTierProgressVisitCount "23"}}
```



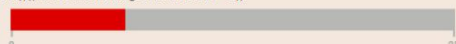
```
{{else}}{{#ifGte mcTierProgressVisitCount "19"}}
```



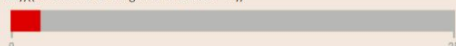
```
{{else}}{{#ifGte mcTierProgressVisitCount "13"}}
```



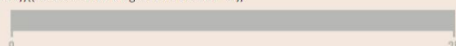
```
{{else}}{{#ifGte mcTierProgressVisitCount "6"}}
```



```
{{else}}{{#ifGte mcTierProgressVisitCount "2"}}
```



```
{{else}}{{#ifGte mcTierProgressVisitCount "0"}}
```



```
{{#ifContains emailListIds "123456"}}
```



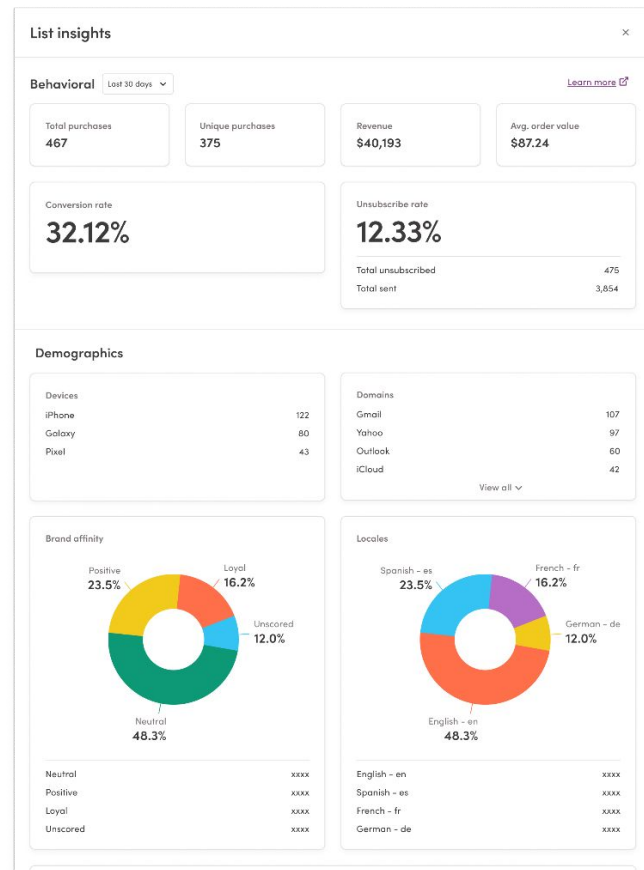
```
{{#ifContains}}
```

Application #2

Utilize Iterable's upcoming Audience Insights feature

Audience Insights allows you to get actionable audience data from lists, to better understand distinct groups of users and how they're engaging with your brand.

Reshaping how your team manages audiences using lists will allow for a seamless transition into using this feature in the near future.

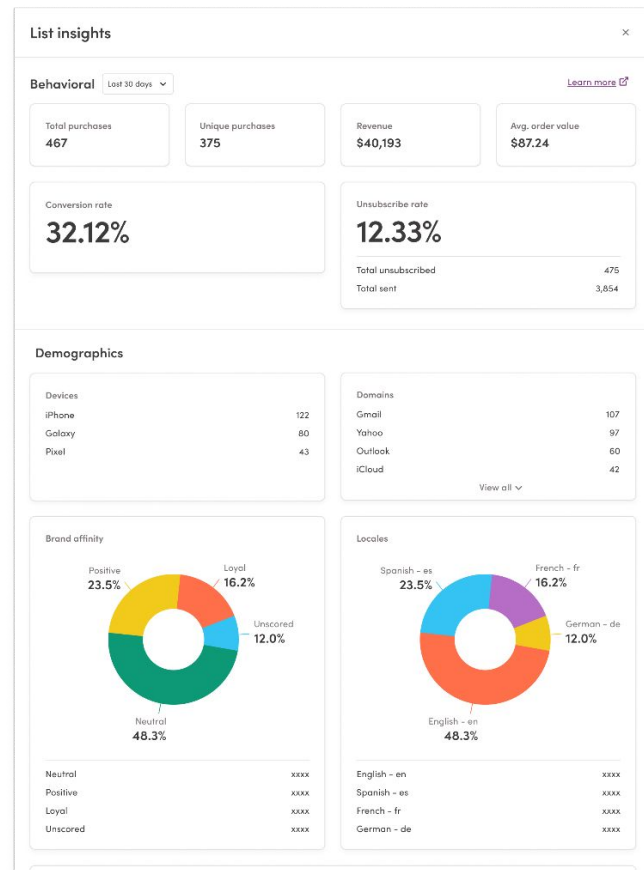


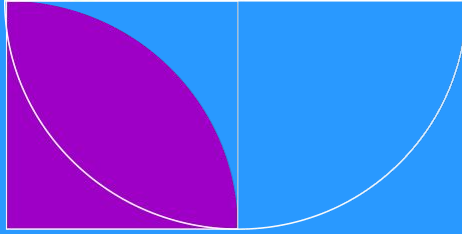
Application #2

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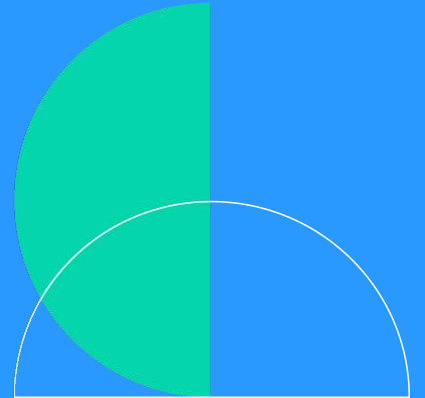
Audience Insights allows you to get actionable audience data from lists, to better understand distinct groups of users and how they're engaging with your brand.

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Results



Result #1

Dramatically improved team efficiency

By converting the segmentation logic from step 1 into reusable, “refreshing” standard lists – we removed the need to replicate and re-validate the logic.

This eliminated 2 steps from the segmentation process.

- 1 Segmentation**
Create logic using profile attributes, custom, and system events
- 2 Template Setup**
~~Replicate segmentation logic to use handlebars to personalize content~~
- 3 QA**
~~Review logic in template setup~~

Result #1

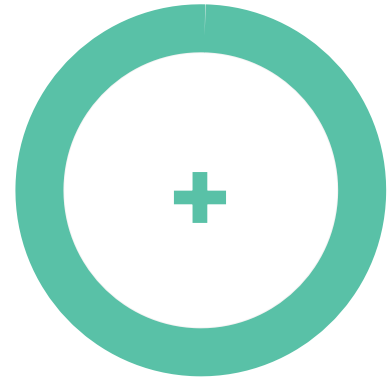
Dramatically improved team efficiency

We were able to achieve:

- 5+ hours of work per week saved by eliminating 2 steps in the deployment process
- Increased accuracy by eliminating opportunities for error



Hours saved per week



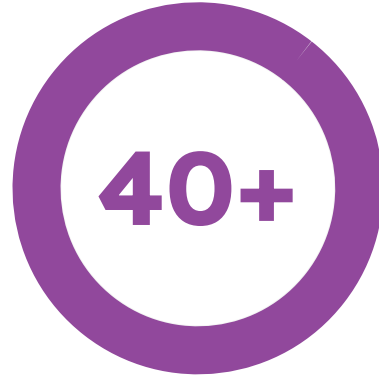
Increased Accuracy

Result #2

Increased personalization scale

We were able to significantly increase the scale of personalization thanks to:

- Time savings produced by a more efficient process
- Ability to reference custom event data for non-triggered emails



of complex segments converted to reusable, "refreshing" lists

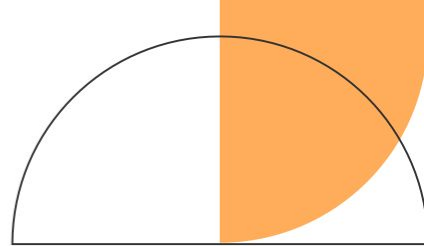
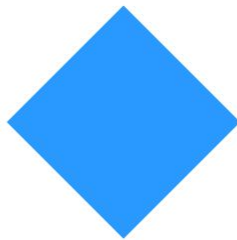
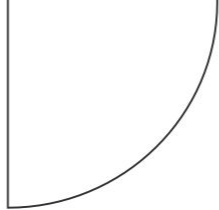
Result #3

Increased engagement and more joyful customer experience

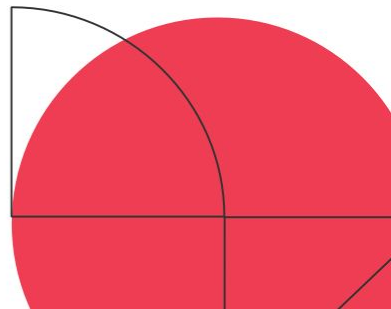
Through increased personalization we're able to provide valuable, relevant, individualized messages for our customers.

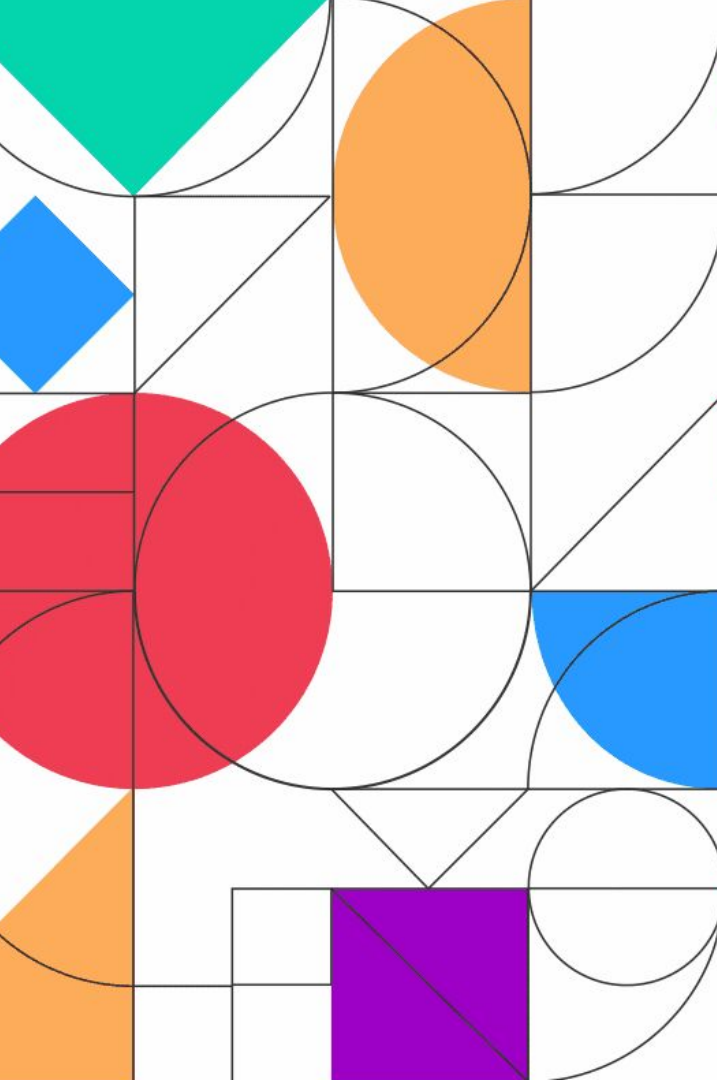
This resulted in increased engagement, revenue, and theatre visits – and ultimately, a more joyful customer experience!





Thank you!





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**