



Do More with Less: Driving Scalable Content With Catalog

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Director, Digital Communications at Cinemark

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at Cinemark

At Cinemark, Anna is the product owner, content expert, and marketing strategist for email, push, SMS, and in app.





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.

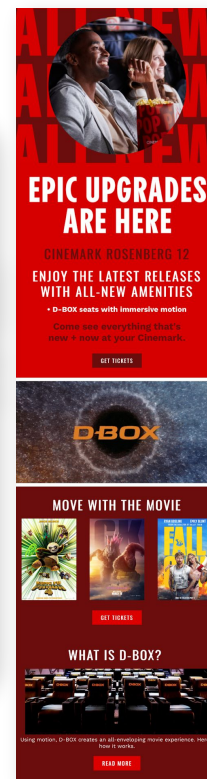
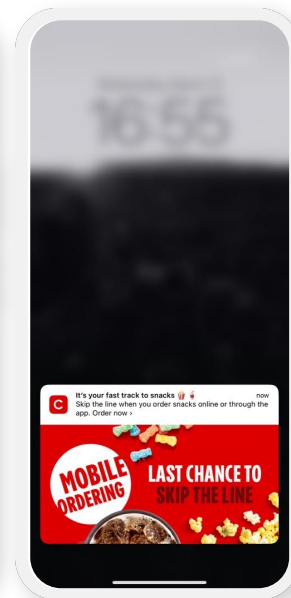
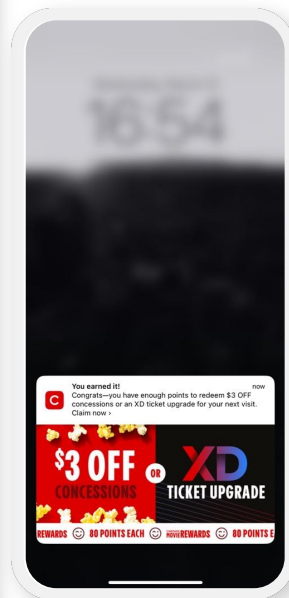
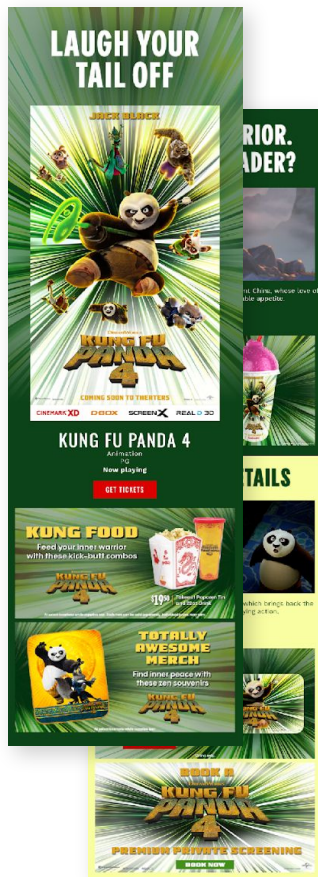
Content and personalization are key priorities for Cinemark's digital communications.

Cinemark Digital Communications

Email, push notifications, SMS, in app

Focus on content, personalization, and enhancing the customer journey by highlighting Cinemark's offerings:

- Movies, programs, and special events
- Cinemark Movie Rewards: Movie Club, Movie Fan
- Food & Beverage, merchandise, and gift cards
- Theatre marketing



Film content in Cinemark Digital Communications

FLOCK IN AND FLY HIGH



Arriving this Christmas

MIGRATION

Only in Theaters

CGX REALD 3D

MIGRATION

Animated, Action-Comedy

PS

Only in theatres December 22

GET TICKETS

MIGRATION

PURCHASE TICKETS FOR A CHANCE TO WIN A 3-NIGHT GETAWAY AT DREAMS

LEARN MORE

THEY'RE SPREADING THEIR WINGS



NEW TRAILER

SEE WHAT EVERYONE'S QUACKING ABOUT



READ MORE

MIGRATION

TAKE THESE CUTIES UNDER YOUR WING

MIGRATION

REWARD THE LUCKY DUCKS IN YOUR LIFE

SHOP GIFT CARDS

MIGRATION

Book a Birthday Party

REQUEST NOW

DESTINY AWAITS



CINEMARK XD IMAX SCREENS X CINEBOX

DUNE: PART TWO

Action

Only in theatres March 1


GET TICKETS

KICK BACK IN OUR COMFY LUXURY LOUNGERS

LUXURY COMFORT

Kick back in our comfy luxury loungers and experience the stunning sequel on a massive XD screen.

A CLASH OF FATES




READ MORE

REWARDS

ULTIMATE DUNE PRIZE PACK

03.01.24

THE JOURNEY CONTINUES



READ MORE

DUNE

DESTINY AWAITS

COLLECTIBLE CUP

BOOK A PREMIUM PRIVATE SCREENING

03.01.24

A NEW YORK STATE OF FEAR



CINEMARK XD IMAX SCREENS X CINEBOX

GHOSTBUSTERS: FROZEN EMPIRE

Available in select Cinemark PG-13

GET TICKETS

GHOSTBUSTIN' GOODIES


we can't afford to melt.

COLLECTIBLE PLUSHIES

GHOSTBUSTERS: FROZEN EMPIRE

EXCLUSIVELY IN THEATERS MARCH 22

BUST GHOSTS. TAKE BACK NYC.



WIN TRAILER


GHOSTBUSTERS: FROZEN EMPIRE

MOVIE REWARDS

PURCHASE TICKETS TO GHOSTBUSTERS: FROZEN EMPIRE FOR A CHANCE TO WIN AN ULTIMATE FROSTPODS™ TOWNY TOWN CITY

REGISTER NOW

TODAY'S FORECAST? BONE-CHILLING.



READ MORE

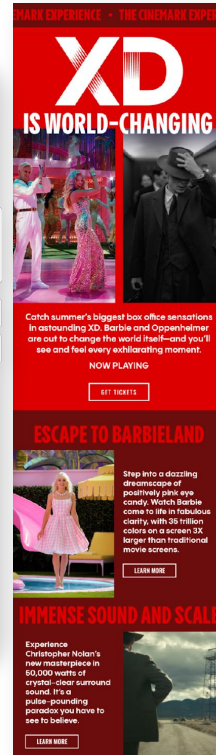
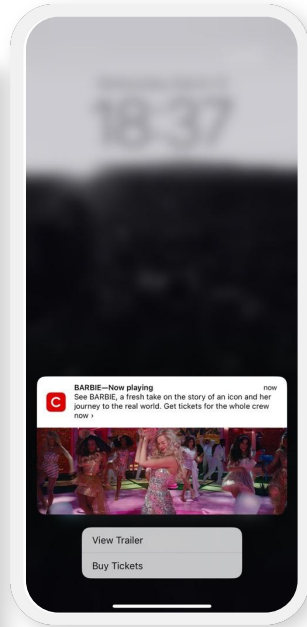
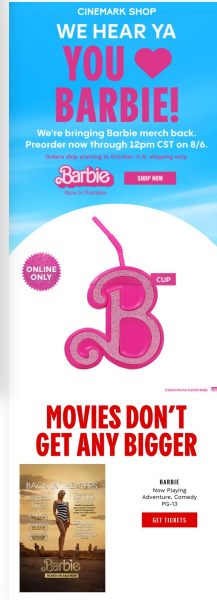
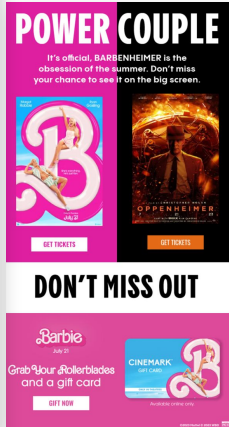
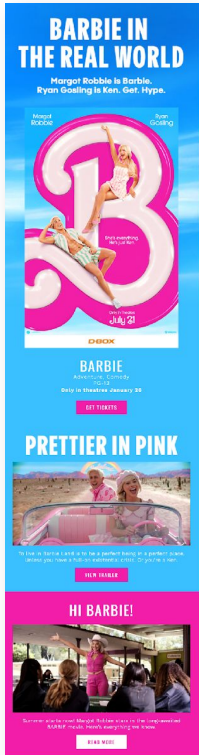
BOOK A PREMIUM PRIVATE SCREENING

REQUEST NOW

GHOSTBUSTERS: FROZEN EMPIRE

03.01.24

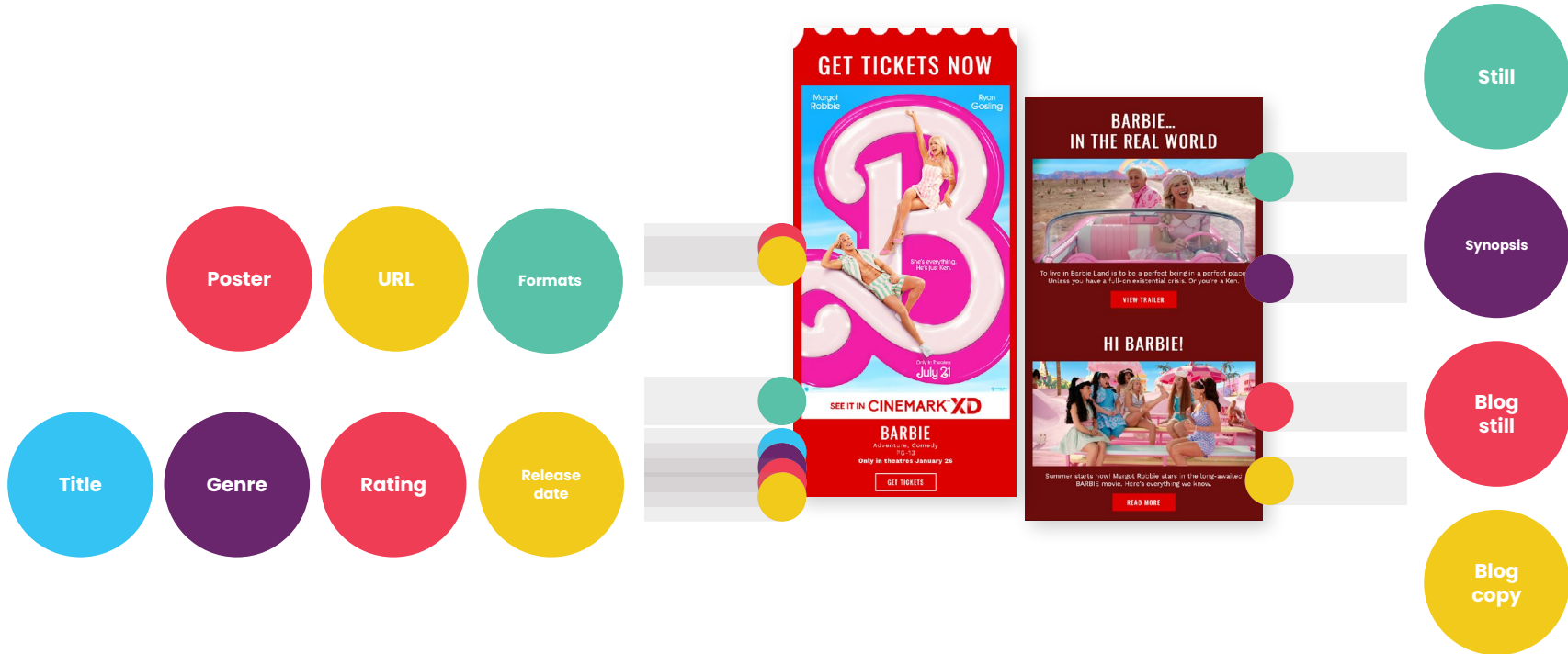
A single film can have as many as 50+ touchpoints in cross-channel campaigns



Touchpoints

Number of times the film BARBIE was referenced across email and push notifications

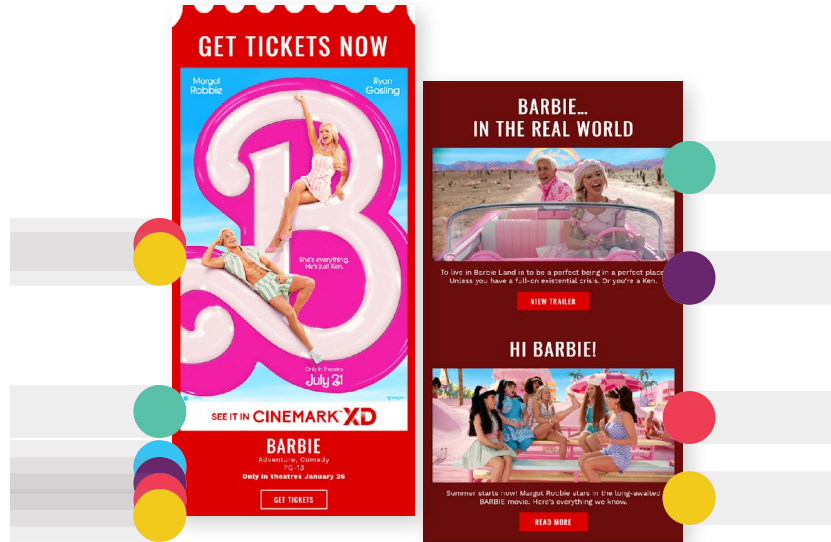
Breakdown of film content



Challenge



Frequency of film content input



50 x 5

[# of inclusions] x [# of fields]

250

of times team inputs
BARBIE content



Challenges created by manually inputting film content

1 Duplicate effort and time

Team inputs and stakeholders review multiple times

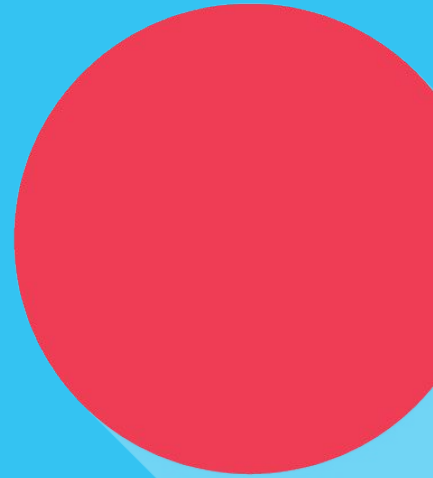
2 Creates room for error

Manual entry creates opportunity for mistakes

3 Limits personalization opportunity

Required manual content changes limit the placements and frequency of personalization

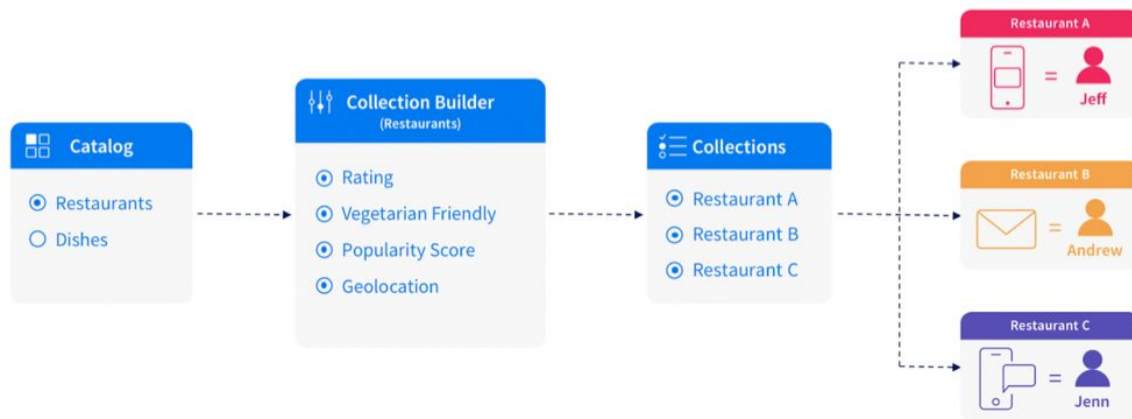
Solution



Catalog Definition

With Catalog, you can store this information directly in Iterable and use it to personalize the messages you send.

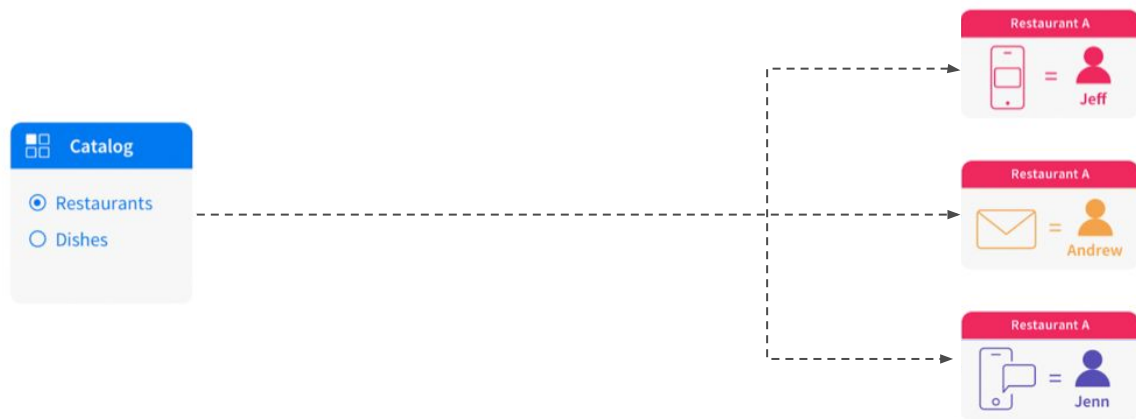
Campaigns can use collections to search, at send time, the information stored in catalogs. Collections match users with catalog data based on their interests, preferences, locations, and historical activity—anything stored on their Iterable user profile.



Catalog Definition

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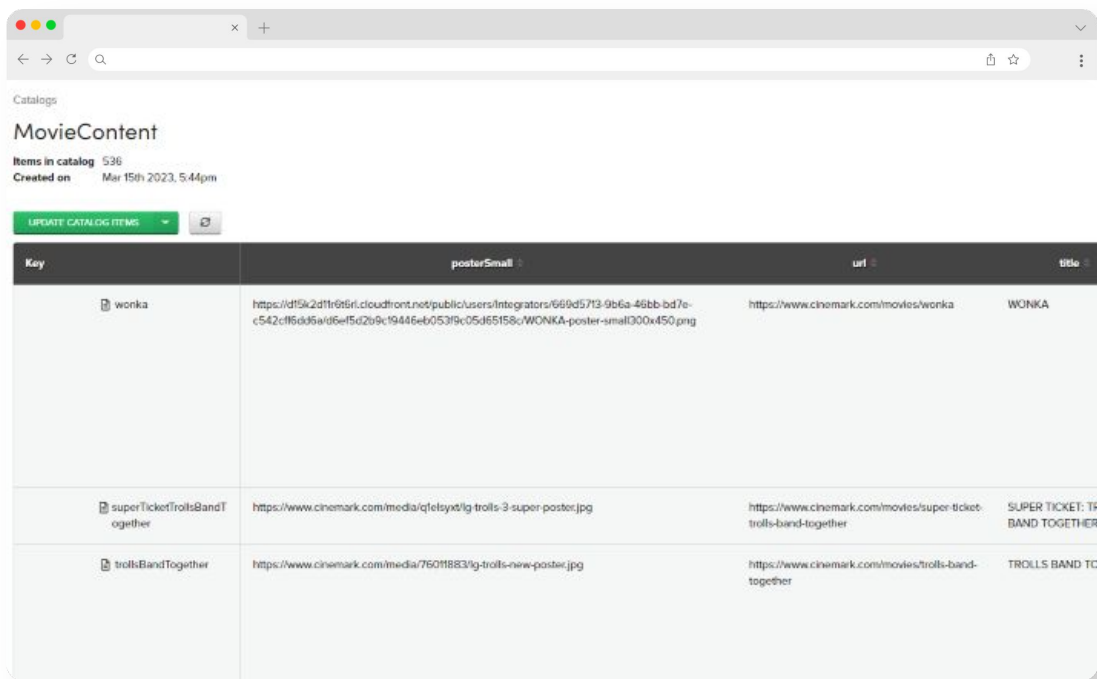
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Catalog

Used as an asset manager

Catalog is a versatile feature – in addition to recommendations, it can be used as a reference table for content.






Catalogs

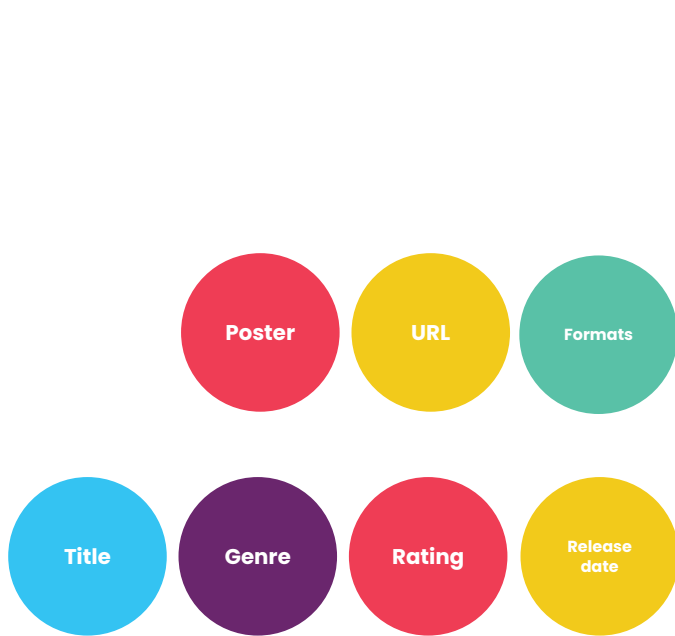
MovieContent

Items in catalog 536
Created on Mar 15th 2023, 5:44pm

UPDATE CATALOG ITEMS

Key	posterSmall	url	title
wonka		https://d15k2d1f6t6ri.cloudfront.net/public/users/Integrators/669d5713-9b6a-46bb-bd7e-c542c1f5dd6a/d6ef5d2b9c19446eb053f9c05d65158c/WONKA-poster-small000x450.png	https://www.cinemark.com/movies/wonka WONKA
superTicketTrollsBandTogether		https://www.cinemark.com/media/q1etsyxlfg-trolls-3-super-poster.jpg	https://www.cinemark.com/movies/super-ticket-trolls-band-together SUPER TICKET: TROLLS BAND TOGETHER
trollsBandTogether		https://www.cinemark.com/media/7601f883fg-trolls-new-poster.jpg	https://www.cinemark.com/movies/trolls-band-together TROLLS BAND TOGETHER

Breakdown of film content



GET TICKETS NOW

MAYHEM IN THE MONSTERVERSE

The epic battle continues! Legendary Pictures' cinematic universe follows up the explosive showdown of "Godzilla vs. Kong" with an all-new adventure that pits the almighty Kong against the colossal, undiscovered threat. In our world, that means that very existence — and our own. "Godzilla x Kong: The New Empire" delves further into the history, lore, and origins of the titans, as well as the mysteries of Godzilla and beyond, while uncovering the mythic battle that helped get these extraordinary beings and set them to humankind forever.

VIEW TRAILER

IT'S TIME TO UNITE!

READ MORE

Witness GODZILLA x KONG: THE NEW EMPIRE team up in a big way.

Still

Synopsis

Blog still

Blog copy

Template references catalog fields

Key	posterSmall	url	title
secretMovieSeries	https://www.cinemark.com/media/bbugzvd2/secret_movie_series_r2_product_posters_300x450.png	SECRET MOVIE SERIES	https://www.cinemark.com/mov... movie-series
godzillaXKongTheNewEmpire	https://www.cinemark.com/media/eogd40t/lg-godzilla-xke-final-poster.jpg	GOODZILLA X KONG: THE NEW EMPIRE	https://www.cinemark.com/mov... -new-empire
theFirstOmen	https://www.cinemark.com/media/jdkj2h0/lg-the-first-omen-new-poster.jpg	THE FIRST OMEN	https://www.cinemark.com/mo... omen
monkeyMan	https://www.cinemark.com/media/rx0m4npx/lg-monkey-man-poster.jpg	MONKEY MAN	https://www.cinemark.com/mo... man

```
[[catalog "MovieContent" "godzillaXKongTheNewEmpire" as [movie]]]
GET TICKETS NOW
[[upper movie.altText]]
[[upper movie.p0SnippetLargeAltText]]
GODZILLA X KONG: THE NEW EMPIRE
MONSTER MOVIE
RATED R
Only in theatres [[movie.releaseDate]]
GET TICKETS
```

CONTENT PROPERTIES

Dynamic image

Dynamic Uri

When "Dynamic image" is enabled, "Uri" becomes the location of a sample image shown in the editor. "Dynamic Uri" will be used in the HTML code. The size of the dynamic image will be set based on the sample one, so use a sample image of the same size.

Choose Image

Uri

Alt text

ACTION

Image link

Uri

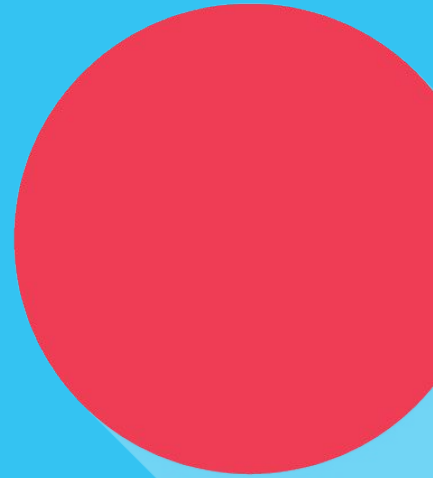
[Special links](#) | [Link file](#)

Template rendered with catalog fields used for poster image, URL, and title

Key	posterSmall	url	title
secretMovieSeries	https://www.cinemark.com/media/bbugzvd2/secret_movie_series_r2_product_posters_300x450.png	SECRET MOVIE SERIES	https://www.cinemark.com/movie-series
godzillaXKongTheNew Empire	https://www.cinemark.com/media/eogd40t1lg-godzilla-xke-final-poster.jpg	GODZILLA X KONG: THE NEW EMPIRE	https://www.cinemark.com/movie-series/new-empire
theFirstOmen	https://www.cinemark.com/media/jdkj2h0lg-the-first-omen-new-poster.jpg	THE FIRST OMEN	https://www.cinemark.com/movie-series/omen
monkeyMan	https://www.cinemark.com/media/rx0m4npxlg-monkey-man-poster.jpg	MONKEY MAN	https://www.cinemark.com/movie-series/monkey-man



Setup



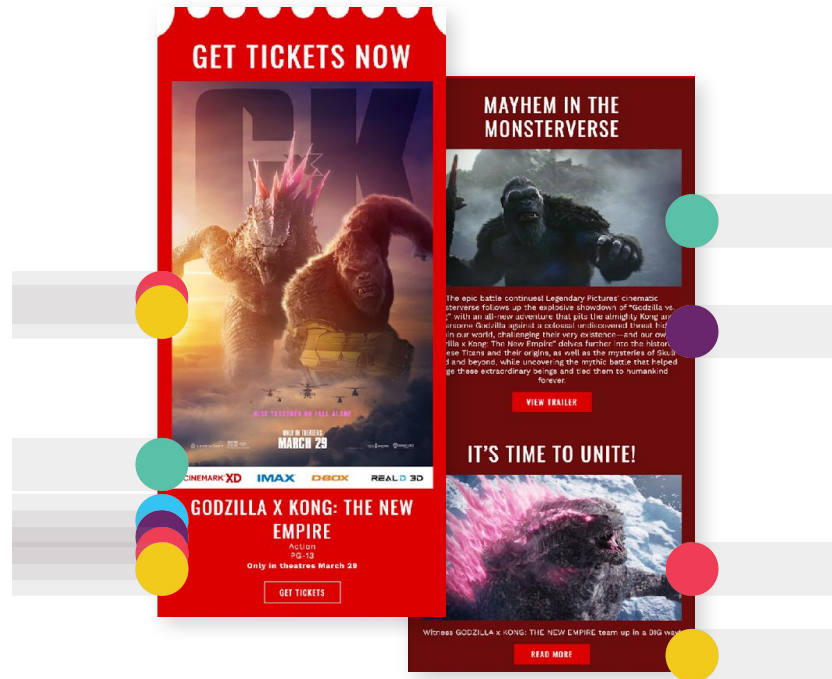
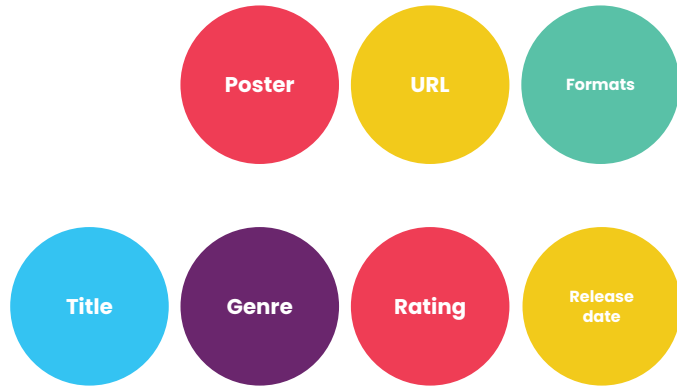


Setup

- 01** Define data and content structure
- 02** Prepare file
- 03** Upload to catalog
- 04** Set up templates to reference catalog

1. Define data and content structure

Breakdown of film content



1. Define data and content structure

Defined Catalog fields

poster

url

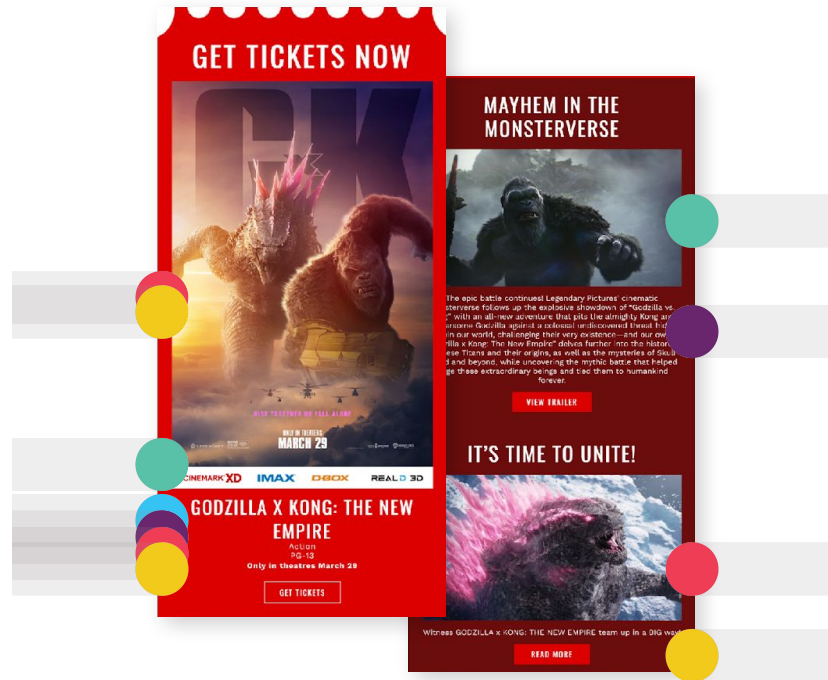
plf
Snipe

title

genre

rating

release
Date



still

synopsis

blog
still

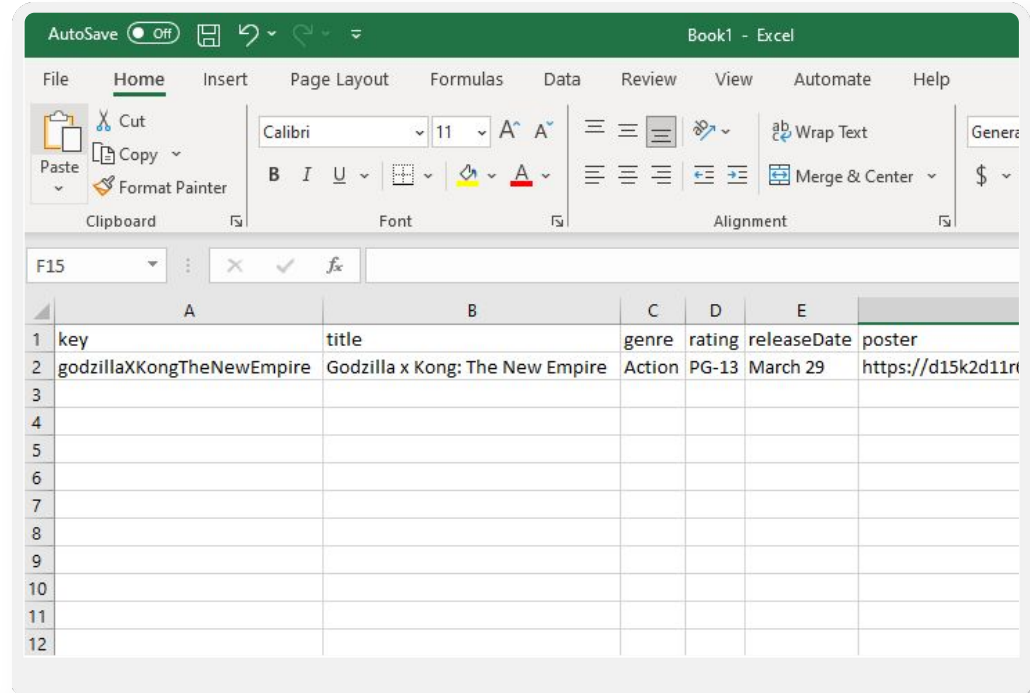
blog
Copy

2. Prepare file

Create a CSV file with the catalog field names as the column headers, and populating the values in their respective columns.

Tip: set the format to "Text" before populating the file to preserve formatting

Tip: consider where to define the UTM tag – in catalog or template



The screenshot shows the Microsoft Excel interface with the 'Home' ribbon selected. The 'Text' format is chosen for the active cell. The spreadsheet contains a table with the following data:

	A	B	C	D	E	
1	key	title	genre	rating	releaseDate	poster
2	godzillaXKongTheNewEmpire	Godzilla x Kong: The New Empire	Action	PG-13	March 29	https://d15k2d11r
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

4. Set up templates to reference catalog

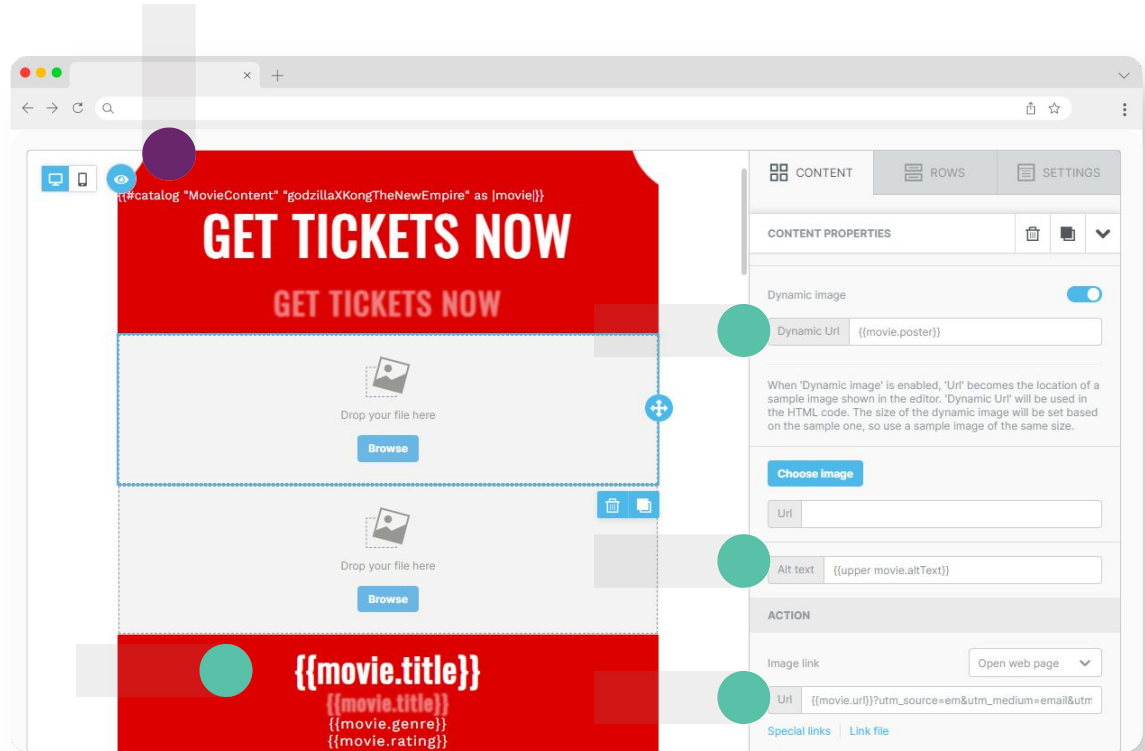
One-time setup for each template that allows for updates and cloning with ease

1. Set the Catalog handlebar to sandwich the area that will reference this specific entry with:

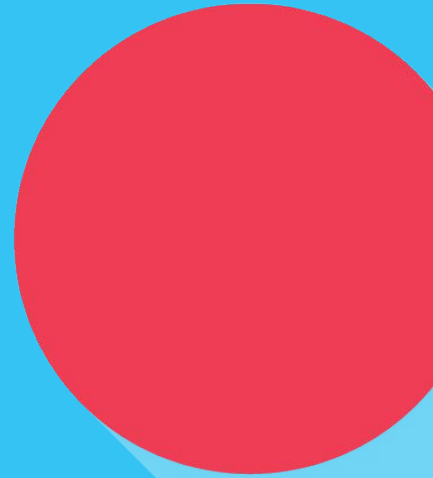
```
{{#catalog "CatalogName" "key" as |catalogName|}}  
{{#catalog "MovieContent"  
"godzillaXKongTheNewEmpire" as |movie|}}
```

2. Replace hard coded content with handlebars using:

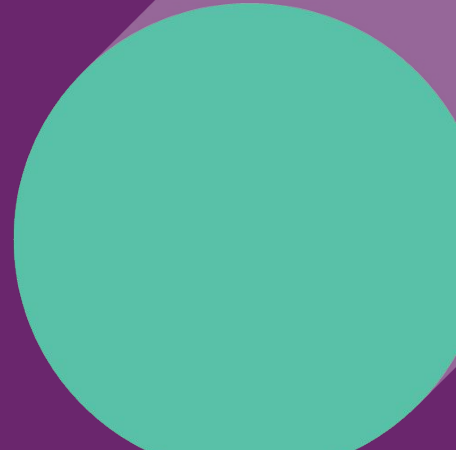
```
{{catalogName.fieldName}}  
{{movie.title}}  
{{movie.genre}}  
{{movie.rating}}  
{{movie.poster}}  
{{movie.altText}}  
{{movie.uri}}
```

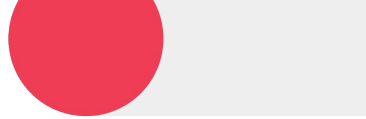


Demo



Results & Impact





Since implementing in May 2023:

Est. hours
saved

208

Movies added
to catalog

575

Duplicate setups
eliminated

3K

Expanding use cases

Theatre Information

Asset management
and personalization

Catalog used to store theatre-specific
information, amenities, and offers

ALL NEW

EPIC UPGRADES
ARE HERE

CINEMARK ROSENBERG 12

ENJOY THE LATEST RELEASES
WITH ALL-NEW AMENITIES

- D-BOX seats with immersive motion

Come see everything that's
new + now at your Cinemark.

GET TICKETS

MORE AT YOUR THEATRE

GH0STBUSTERS: FROZEN EMPIRE
Adventure, Mystery, Comedy
PG-13

GET TICKETS

CINEMARK XD

THE KING

ARTHUR

IMAGINARY

CABRINI!

SEE MORE

R.I. & POPCORN

HOW FEATURING

Every Saturday, join us for a
PJ party at the first showtime
of a must-see family film!

GET TICKETS

D-BOX

Motion seats that sync with the action

LEARN MORE

AT
CINEMARK ROCKWALL 14 AND XD

Expanding use cases

Offers

Asset management and personalization

In addition to storing offer details, Catalog can also be used to determine **when** to display content

Catalogs

BannerContentTriggeredEmails

Items in catalog 2
Created on Feb 20th 2024, 2:59pm

UPDATE CATALOG ITEMS

Key	startDate	endDate	
95939	2024-01-01T06:00:00.000Z	2024-12-31T06:00:00.000Z	https://d15k2d1f66f1.cloudfront.net/pub-c542cf5dd6a/d5e15d2b9c19446eb053
bannerSlot	2024-01-26T06:00:00.000Z	2024-03-17T00:00:00.000Z	https://d15k2d1f66f1.cloudfront.net/pub-c542cf5dd6a/d5e15d2b9c19446eb053>Email%20Banner.jpg

```
[[catalog]]
[[#catalog "BannerContentTriggeredEmails" movield as [banner]]
[[#and startDate endDate]]
[[#and (gte (now format="yyyyMMddHHmmss") (dateFormat startDate
format="yyyyMMddHHmmss")) (lte (now format="yyyyMMddHHmmss") (dateFormat
endDate format="yyyyMMddHHmmss"))]]
```

Drop your file here

Browse

```
[[else]]{{(and)}}{{(and)}}
[[catalog]]
```

DON'T FORGET YOUR TICKETS TICKETS TICKETS

KUNG FU PANDA 4
Children
PG

GET TICKETS

KUNG FOOD
Feed your inner warrior
th these kick-butt combos

\$29.50 | PG Peppercorn Bowl
and 22oz Drink

No select locations while supplies last. Stock items can be sold separately. *Restrictions apply. © 2024

Future opportunities

Expand to other business areas



Food & Beverage



Loyalty



Future opportunities

Segmentation using Catalog data

Personalization

Catalog can be used as a reference table in segmentation, matching profile attributes to catalog fields

Tip: profile and catalog field values must match exactly

The screenshot displays a web application interface for creating segmentation rules. The main panel is titled "Match from Catalog" and shows a rule configuration. The rule is "Find users that meet any of" with a "MUST HAVE" requirement. The rule is based on a "Custom Event" where "transaction.item" is "Movies" and "transaction.items.movielid" is "movielid". The rule also includes a condition "Items satisfy any of the following clauses" with a "MUST HAVE" requirement. The clause is "where releaseDate is After now" with "EXACT" and "RELATIVE" options. The interface includes buttons for "+ ADD REQUIREMENT", "+ ADD A NEW GROUP", "+ OR", and "+ ADD A GROUP".

Impact

In addition to streamlining our process through significant time savings and reduced error, Catalog will allow us to scale our personalization efforts further across all campaigns





ITERABLE

Follow us!

Not everyone is a leader, be a follower.
For marketing tips, tricks, and updates,
scan to follow us on all social platforms.