Movie Lift for Digital

Measure the impact of desktop, mobile and OTT advertising on moviegoing behaviors

Comscore Movie Lift for Digital helps media buyers and sellers more reliably measure and attribute the impact of desktop, mobile and over-the-top (OTT) marketing on moviegoing behaviors, including visitation.

Leveraging Comscore’s expansive digital footprint and trusted movies data – and PlaceIQ’s mobile location data – clients can better understand which creatives, media placements and media partners are most effective in driving audiences to the movies. Movie Lift for Digital also provides a probabilistic estimation that a given visit resulted in attendance for a specific movie title.

Why Comscore

EXPANSIVE DIGITAL FOOTPRINT
Comscore’s expansive digital footprint spanning millions of desktop screens, mobile phones and tablets, and OTT devices provides unparalleled scale.

TRUSTED BOX OFFICE CURRENCY
Leverage Comscore’s box office currency – which is used as the trusted source for rankings and reporting within the film industry – for more reliable measurement.

ANONYMOUS LOCATION DATA
Passively-collected location data across over 200 million mobile devices – obtained via PlaceIQ – helps clients more reliably attribute visitation.

Movie Lift for Digital helps clients understand the impact marketing campaigns on moviegoing behaviors – across creatives, media placements and media partners.
How Comscore can help

MEDIA BUYERS

- **Capture the value of advertising** efforts, including by creative, placement and media partner, on driving audiences to the movies.

- **Optimize advertising resources** and measure ROI with innovative outcome-based metrics and reports.

- **Make smarter advertising and promotional decisions** by more reliably knowing which placements and partners are most effective at driving visitation.

MEDIA SELLERS

- **Prove the value of your audience** to media buyers by comparing performance metrics against the campaign.

- **Inform resource allocation** and monetization strategies, and measure success with more reliable and stable digital measurement.

- **Make smarter programming, publishing and promotional decisions** by more reliably knowing which creatives and placements are most effective at driving visitation.

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<th>CREATIVE ID</th>
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Understand which creatives drove the most lift.

Top 5 Creatives by Lift

Movie Lift for Digital

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.