

Markie De La Torre

From: Anthony Molina <molinaa.fresno@gmail.com>
Sent: Tuesday, January 07, 2020 11:54 AM
To: Ryan Ivanoff
Cc: Jill Gormley; Scott Sehm; Andrew Benelli; Felipe Arballo; Melanie Ruvalcaba; Joe Martinez; Gene Richards; Celeste M; Susan Smith; Lucio Avila
Subject: Re: Digital Post Report - follow up

Follow Up Flag: Follow up
Flag Status: Completed

External Email: Use caution with links and attachments

Thanks, Ryan, will share this at the next BPAC! Also, FYI, Josh unfortunately has had to resign from BPAC due to family obligations.

Tony

Sent from my iPhone

On Jan 6, 2020, at 2:04 PM, Ryan Ivanoff wrote:

Hi Tony,

Happy New Year! Hope the holiday season treated you and your family well. I'm eager to hear how your tabling weekend went? I know it was a BIG weekend for traffic with the success of Star Wars.

On another note, please find attached the post report and screen shots for your digital banner campaign. From 10/18 to 12/20, we delivered a total of 193,652 banner impressions (over delivery of 10,850). During the course of your 9 week flight, nearly 3,000 people (2,921) clicked through to the BPAC web page. Your click through rate of 1.51% was almost 17 times higher than the .09% industry standard!! Between your digital impressions and the On-screen campaign drawing close to 500,000 people during your 13 week flight in the theatres, your safety message certainly reached a good majority of our community.

I hope this is helpful. If there's any additional information I can share, please let me know. When you have some time to get together, it would be nice to chat about your planning for the rest of the year. I know we discussed investing in some signage, your logo, other branding materials, etc and that makes the most sense from building a solid foundation to further enhance your overall marketing strategy.

Happy to assist in that process however I can. Thanks again, Tony. Look forward to speaking with soon.

Best,

Ryan

Ryan E. Ivanoff

Regional Account Director – Pacific Division

P 559.325.1943

C 559.790.9502

This email message is intended for the use of the person to whom it has been sent, and may contain information that is confidential or legally protected. If you are not the intended recipient or have received this message in error, you are not authorized to copy, distribute, or otherwise use this message or its attachments. Please notify the sender immediately by phone or return e-mail and permanently delete this message and any attachments. The sender makes no warranty that this email is error or virus free. In order to unsubscribe from future commercial communications from NCM, please forward this message with your unsubscribe request to: unsubscribe @ ncm.com or write us at: NCM, Attn: Customer Service, 6300 S Syracuse Way, Suite 300, Centennial, CO 80111. Thank you.