

Elevating Email: How Cineplex Engages Moviegoers with Adobe Journey Optimizer

Adobe



Let us **introduce** ourselves...



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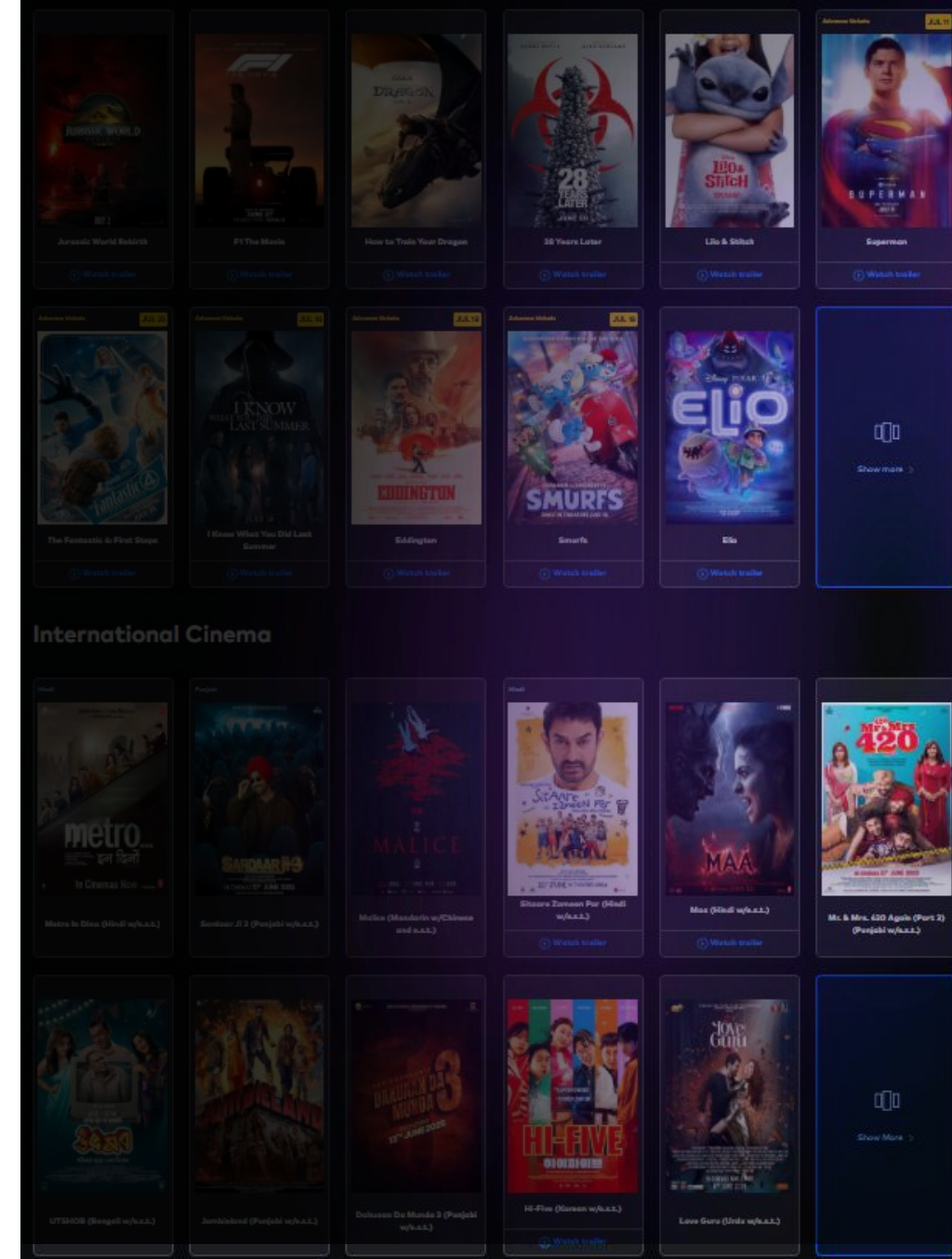
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Cineplex

What we'll cover today

- 01 Cineplex Challenges & North Star Goals
- 02 The Full Breadth of Email Use Cases
- 03 Refactoring Email Workflows
- 04 Embedding Email in Omnichannel Context
- 05 What's Next for Cineplex
- 06 Q&A



About Cineplex

Cineplex is the largest motion picture company in Canada with:

1,600+ screens

156 theaters

73% market share

\$1.2B+ in revenue



Film Entertainment & Content

Theater exhibition, food service, alternative programming, digital commerce, and Junxion.



Media

In-theater advertising, digital place-based media business across QSR, retail, financial, digital out-of-home.



Amusement & Leisure

16 location-based entertainment (LBE) venues under brand names The Rec Room and Playdium



Loyalty & Marketing

Scene+ Loyalty Program
>15 million members

CineClub Subscription
>180,000 members

Responsive and relevant **customer engagement** is a priority.



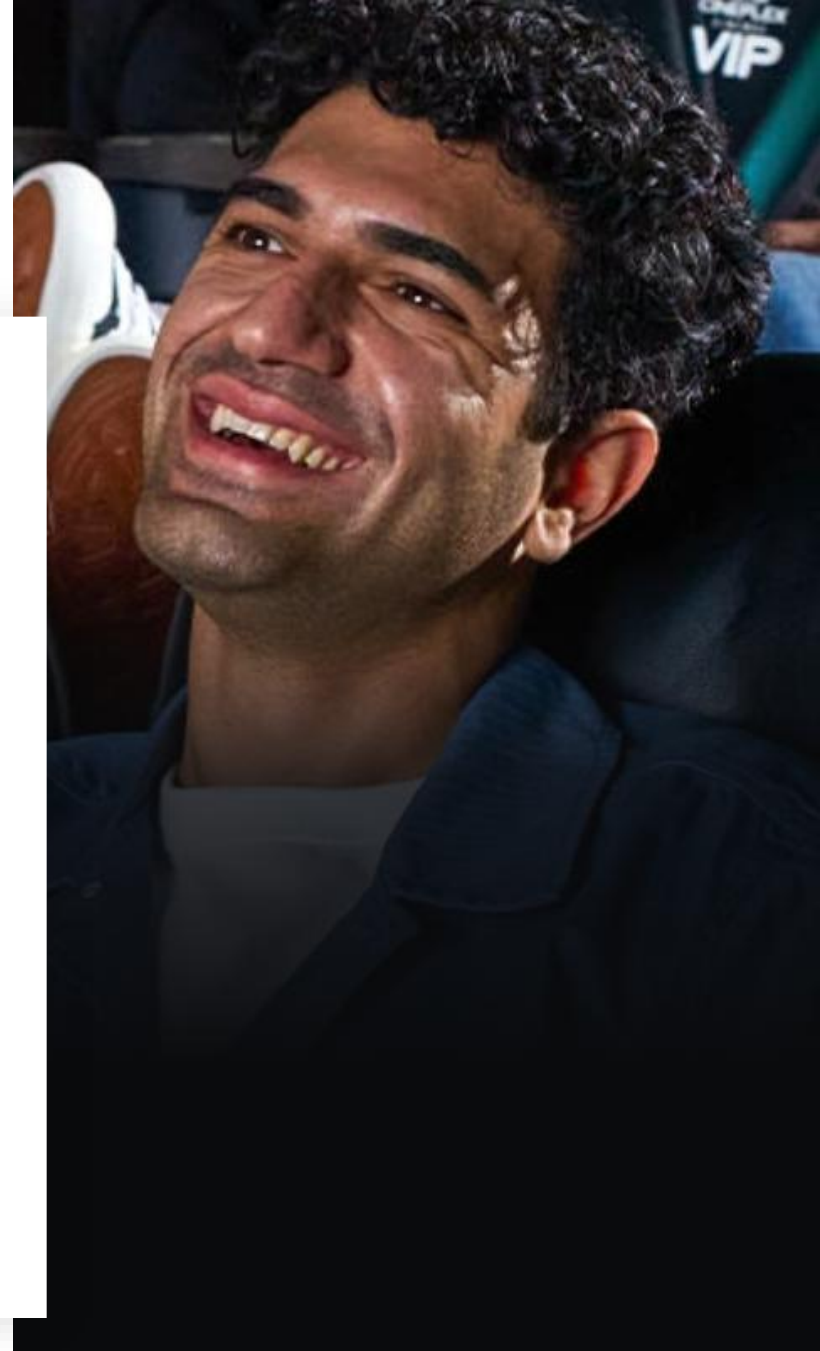
How we **segment** our customers

Tiered customer value model including loyalty customers and subscribers.



How we **engage** our customers

Targeting and content based on affinities, watch history, real-time digital behavior and evolving preferences.



From static and fragmented to **dynamic** and **cohesive**.



Past challenges stifling growth

- × Fragmented stack with no connectivity between in-house audience tool and email / social channel activation
- × Stuck on batch-and-blast with a few custom API triggered emails; no ability to do in-app or push without third-party systems



Choosing Adobe for the future

- ✓ Real-time 1:1 journeys with limitless personalization (thanks to Adobe WebSDK)
- ✓ Integrated omnichannel activation
- ✓ Existing usage of Analytics & Target

EXPERIENCE NORTH STAR

Efficient, automated campaigns & journeys with dynamic content for relevant experiences at scale.

BUSINESS IMPACT NORTH STAR

Drive incremental revenue from increased theater attendance/ticket sales; deepen long-term loyalty.

Our digital transformation **journey.**

Started partnership with Adobe (Analytics & Target)

2018-2019

Set data foundation & real-time activation with Real-Time CDP and Adobe Journey Optimizer

2022

Sunset legacy audience & email platforms; **upskilled and in-housed** campaign execution from agency.
Launched **push** channel.

2023

Scaled push & email channels and used **Customer AI** in Real-Time CDP for web targeting and in-house affinity score model for email targeting.
Launched **in-app notifications**.

2024

Scaled in-app, push, email.
Deployed omni-channel **personalized offers**.
Formed cross-functional agile squad focused on increasing ticket sales through personalization.

2025

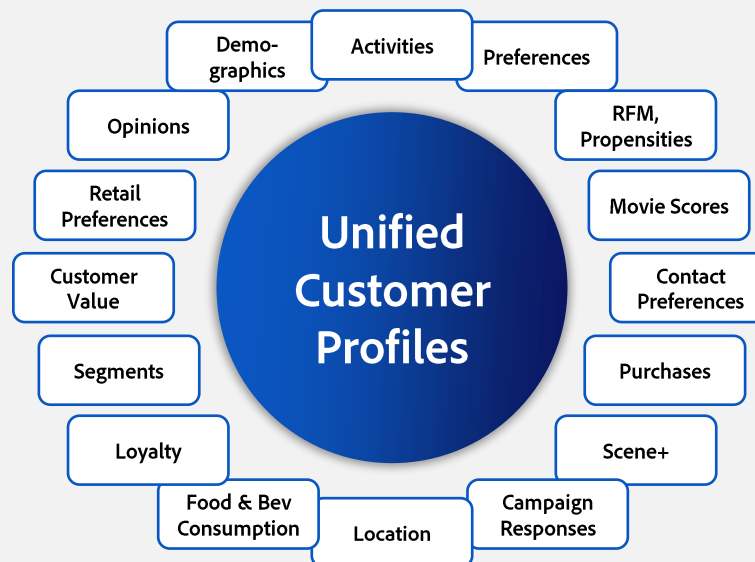
It all starts with the **data**.

Internal & External Data



External Data
Sources

Unified Customer Profiles in Real-Time CDP



Data Activation in Journey Optimizer

Experiences

- Omnichannel personalization
- Personalized digital experiences
- Targeted messaging
- Media retargeting & attribution

We unify data from all sources into actionable profiles, ready for omnichannel personalization.

We orchestrate **engagement** across 16 destinations.

Data Activation

Experiences

- Omnichannel personalization
- Personalized digital experiences
- Targeted messaging
- Media retargeting & attribution



Bringing **every email use case** into one tool.

Promotional & Evergreen Campaigns



- One-time marketing blast
- Weekly/monthly newsletters
- Seasonal promotions & holiday sales
- Major announcements
- Brand awareness campaigns



CRM teams, campaign marketing, growth marketing

Lifecycle & Behavioral Triggered Emails



- Welcome series
- Abandoned cart reminders
- Post-purchase follow-ups
- Re-engagement & win-backs
- Subscription renewals



Lifecycle marketing, customer engagement team

Transactional & Operational Emails



- Order confirmations
- Password resets
- Shipping & delivery notifications
- Account alerts
- Customer support responses



Marketing operations, IT, customer support



Adobe Journey Optimizer

Let's dive into some examples.

Promotional & Evergreen Campaigns



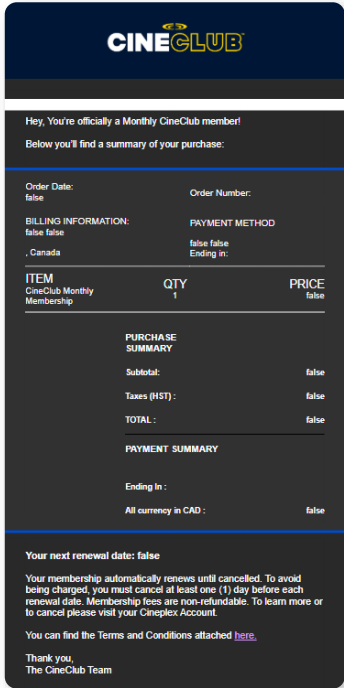
EXAMPLE
Dedicated Film Emails

Lifecycle & Behavioral Triggered Emails



EXAMPLE
Pre-Arrival Journey

Transactional & Operational Emails



EXAMPLE
Subscription Emails

USE CASE 1

Dedicated Film Emails

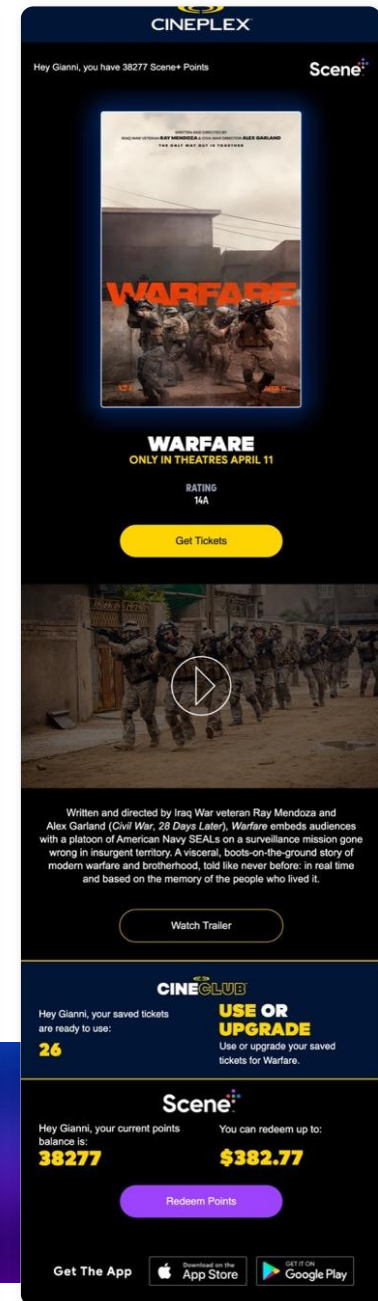
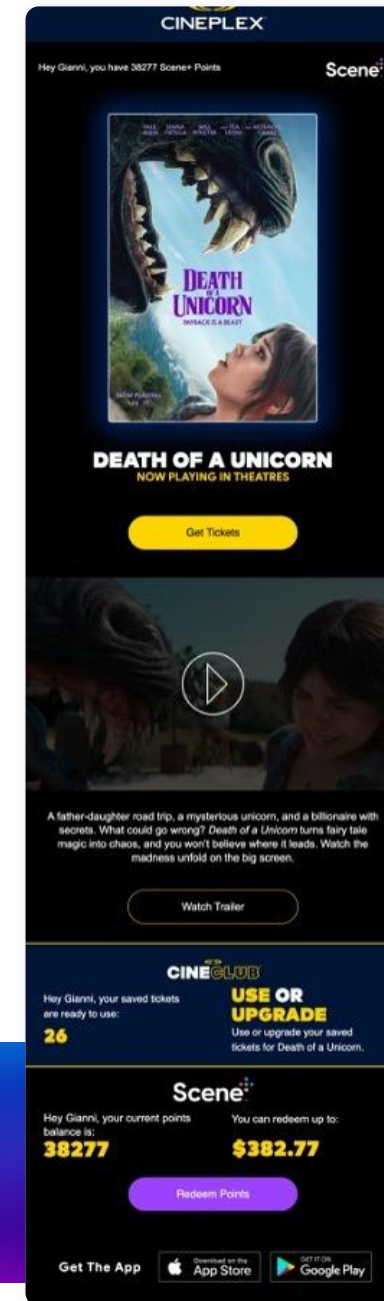
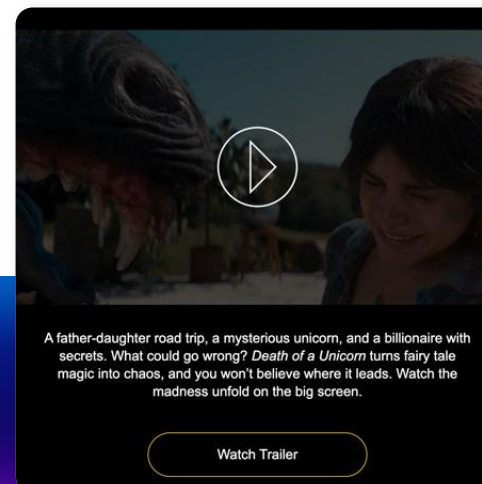
The challenge:

- × Creating multiple versions of a single email based on opt-in source with custom HTML to render different content based on device type.

Cineplex x Adobe approach:

- ✓ APIs already powering the site used to dynamically populate film assets
- ✓ Dynamic header and footer for opt-in & opt-out links
- ✓ Desktop & mobile only dynamic content with no custom code for perfect displays on each device.

87.5% reduction in time to build emails



USE CASE 1

Dedicated Film Emails

Email design in Journey Optimizer

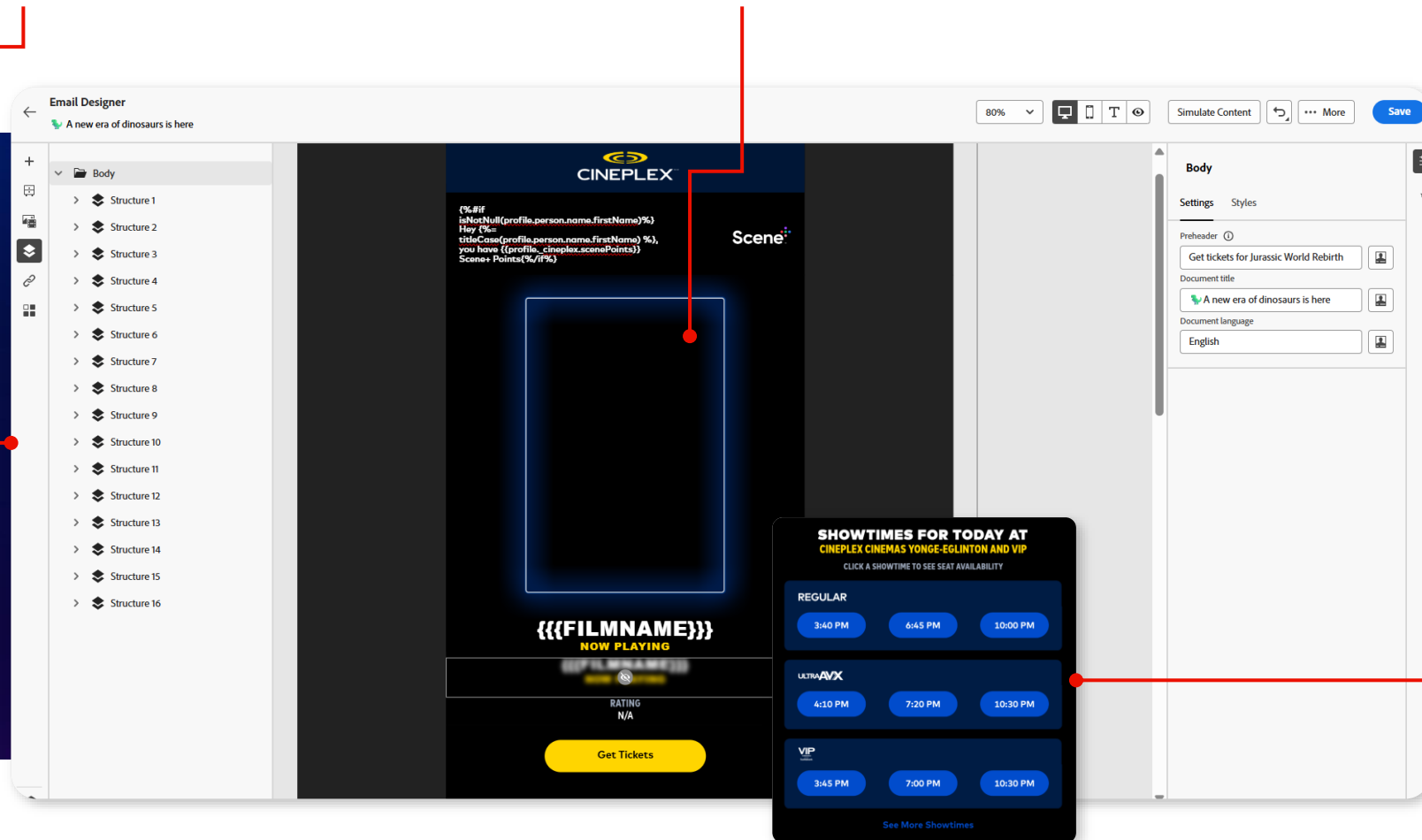
Create in AJO with drag-and-drop editor. Data, content, fragments all at marketers' fingertips.

Dynamic personalized content

Create one email that dynamically updates for each person/film using rules, AI, and syntax in AJO.

Workflows with Movable Ink

Dynamic open-time content (showtimes), populated by Movable Ink Studio



Pre-Arrival Journey

The challenge:

- × Triggering an email journey based on real-time data and with rich personalization

Cineplex x Adobe approach:

- ✓ Pre-arrival email sent 3 hours pre-showtime regardless of time of purchase; uses real-time data so if ticket is bought within 3 hours of showtime, email is sent immediately
- ✓ Completely different content based on type of ticket (VIP, Regular) and CineClub membership
- ✓ Content tailored to specific theater locations to maximize relevance

Significantly more personalization incorporated into journey-based emails (movie, time, poster, name, location, loyalty, and more)



```
{%#if  
isNotNull(profile.person.name.firstName)%  
Hey {%=  
titleCase(profile.person.name.firstName) %},  
you have {{profile._cineplex.scenePoints}}  
Scene+ Points{%/if%}
```



ESCAPE INTO VIP

Arrive early to unwind in the VIP Lounge* with a cocktail or bite from our crowd-pleasing menu, then bring it to your seat for showtime.

Plus, enjoy in-seat service of our full concessions, drinks and food menu so when the lights go down, you're ready to sit back and enjoy!

Enjoy your show!

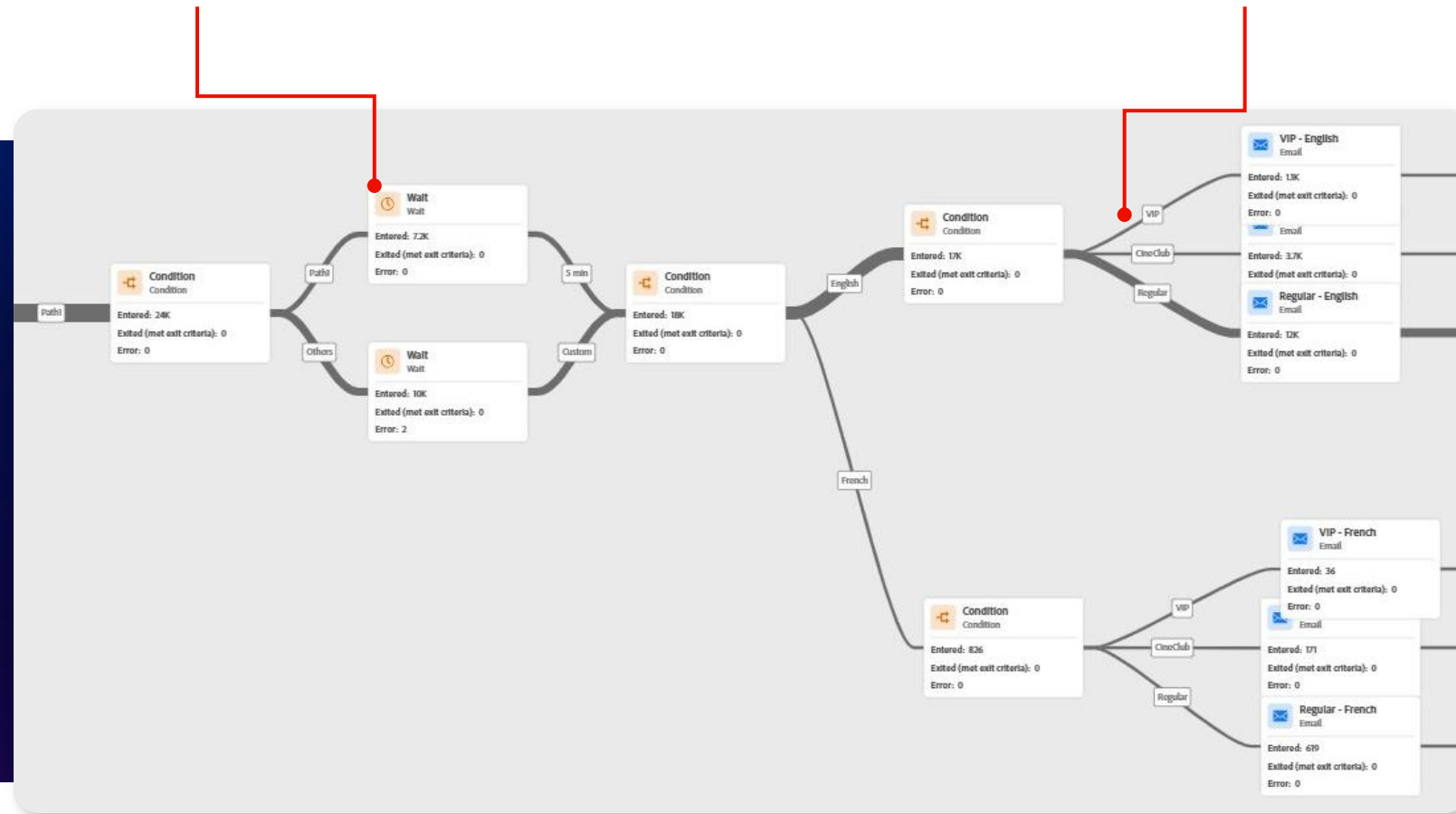
Pre-Arrival Journey

Active Listening

Multi-step, right moment engagement that listens for moviegoer interactions (real-time events and custom browsing data).

Audience Qualification & Variants

Splits by based on ticket tier (VIP, CineClub, Regular) with customers advancing through email journey based on tier.



Transactional Subscription Emails

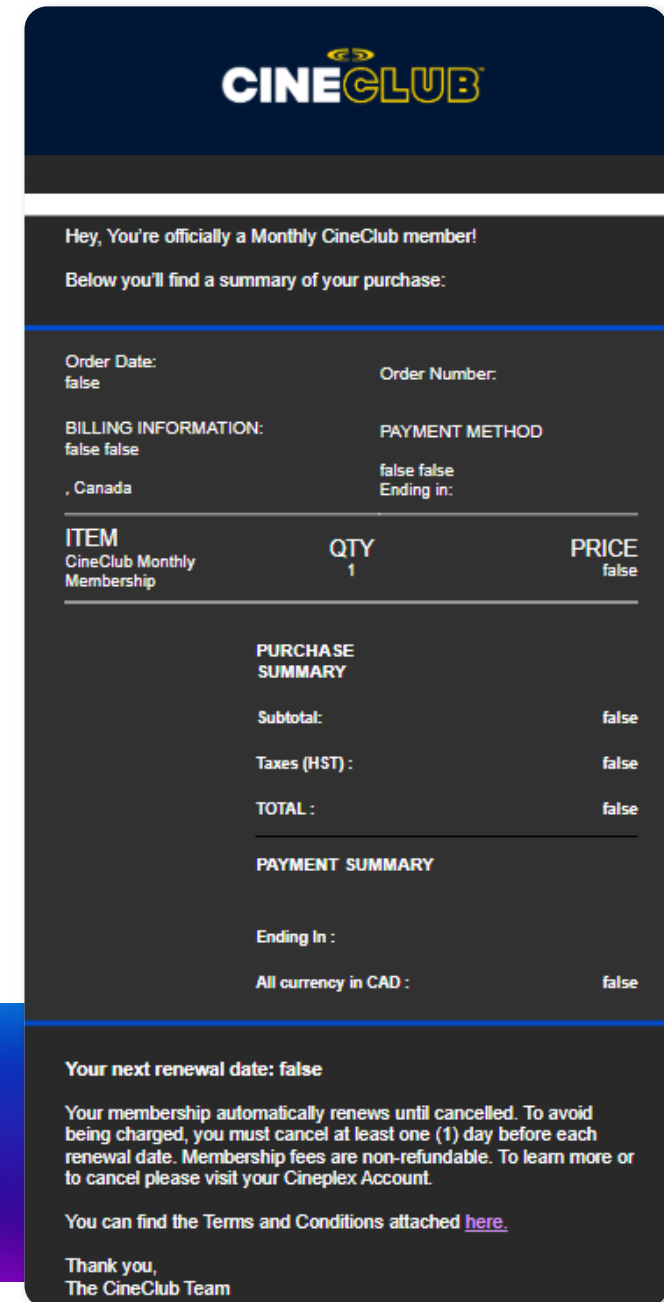
The challenge:

- × Subscription management and API-triggered emails with tax codes and other unique program information

Cineplex x Adobe approach:

- ✓ CineClub transactional subscription emails are API-triggered real-time emails delivered via Journey Optimizer
- ✓ Dynamic content displays correct tax codes and program information based on business rules
- ✓ Changes to subscription (cancel, upgrade) are handled through the same platform

Having everything in a single platform allows us to **inform marketing campaigns** based on the data that flows through from these transactional emails (e.g., custom welcome campaigns).



The full spectrum of email marketing in Journey Optimizer helps Cineplex **move fast & boost relevance.**



**Adobe Journey
Optimizer**



**Promotional &
Evergreen Campaigns**

Multiple versions of a single message, all dynamically populated for each customer's profile in a single send.



**Lifecycle & Behavioral
Triggered Emails**

Real-time journeys to reach customers in the moment that the message is the most relevant.



**Transactional &
Operational Emails**

Transactional emails in the same platform means that data is fuel for marketing campaigns.

Refactoring email workflows with a marketer-empowered approach



From agency to in-house

Internal team upskilled for full internalization of end-to-end marketing operations.



Centralizing efforts

Other team members now get involved with new ways of email building & program strategy.



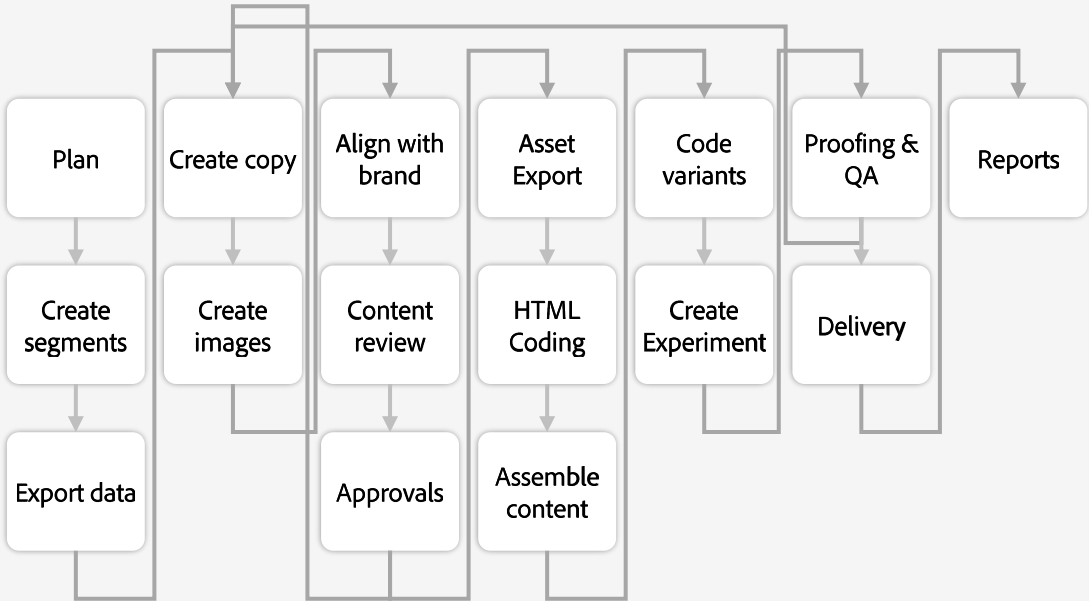
Marketing & data collaboration

Personalization Platform team sets up data needed by marketing and implements new capabilities (+ upskilling).

Refactoring email workflows with a marketer-empowered approach

Traditional handoff approach

Export & import at every step | Send (and wait) at every handoff step | Each team working in a different tool

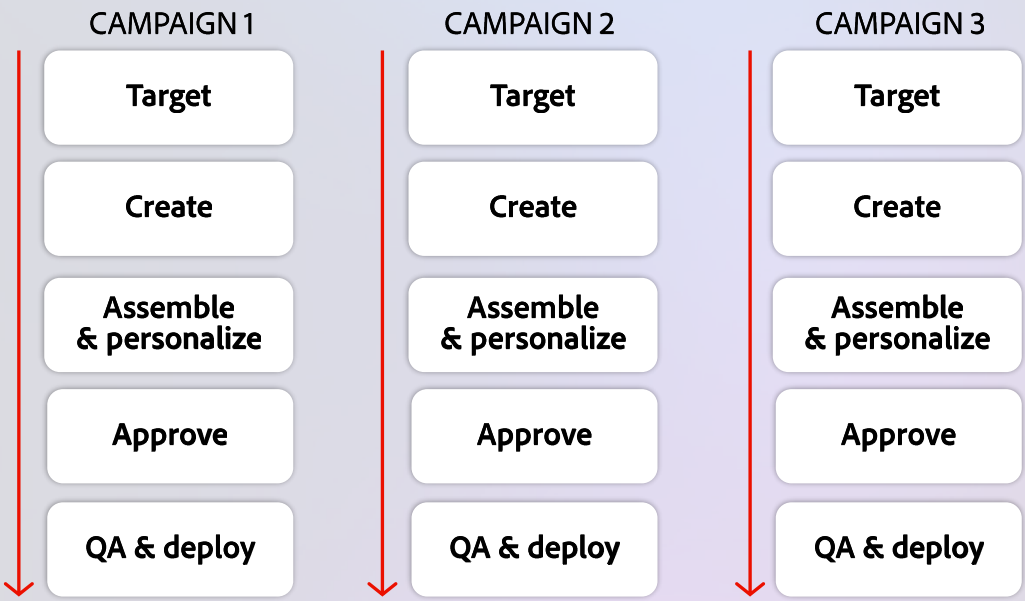


Weeks to launch 1 campaign



Journey Optimizer approach

Marketers empowered with a marketer-friendly, unified tool with built-in workflows



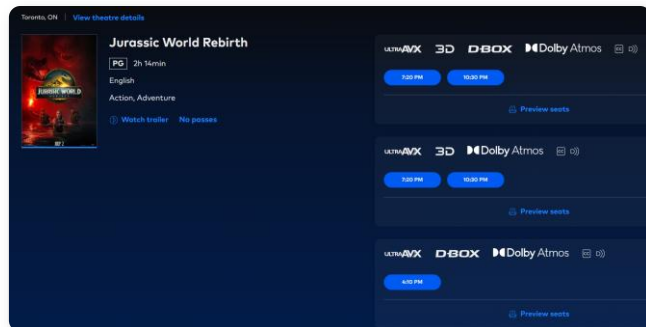
Days to launch multiple campaigns & journeys

Embedding email within omnichannel engagement is a massive value unlock in two pillars



More **consistent communication** across channels

Website



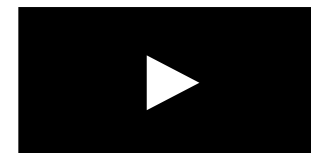
Email



E.g., **Click-to-activate offers** delivered across email and push, linking to a consistent webpage; all dynamically deployed to customers



Marketer efficiencies from content & audience re-use across channels



- From push notification
- From email
- From social channels
- From web

E.g., **Audience built once** and then deployed across email, push, Meta audiences, display, webpage; no need to recreate audience, re-set contactability, suppression, etc.

What is next for Cineplex

Getting smarter with data



Send-time optimization

Using AI to optimize when messages go out across channels

Recommendation engine

Using purchase/browse data, lookalike audiences, and other scores for refined recommendations

Zero-party data gathering

Using post-theater visit survey data to create sentiment-based targeting

Deepening capabilities & use cases



Dynamic 1:1 offers

Dollar off, concession codes, and other unique barcodes for each user across logged-in and non-logged-in states

New real-time use cases

Leverage real-time data to trigger relevant, timely messages based on web and mobile app behaviors

Expanding journeys

Expand set of new journeys and experiences; more test and learn for segmentation (e.g., date night)

Key takeaways from Cineplex



Explore the **full breadth of email marketing use cases** to deepen customer engagement & loyalty.



Focus on **bringing together data, content, and teams** to drive workflow efficiencies.



Real-time responsiveness and personalization drive relevance, which drives results.

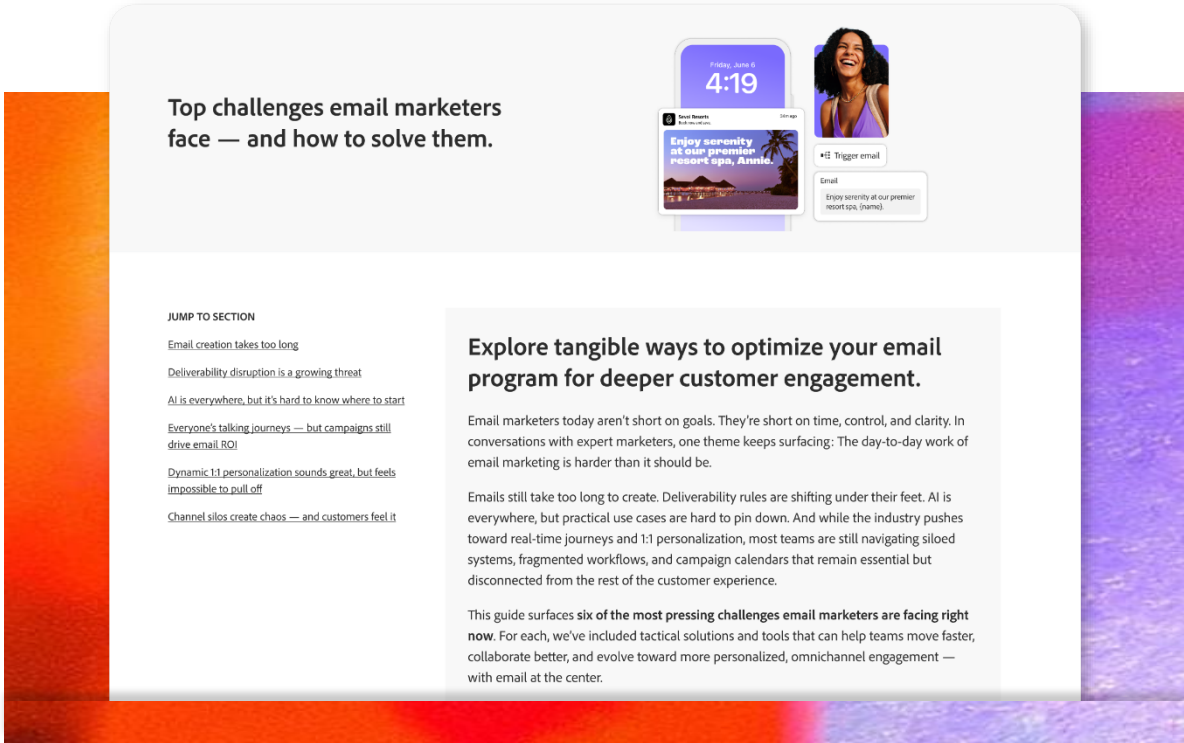
Related resources

SPARK IDEAS

Top challenges email marketers face— and how to solve them.

LEARN BEST PRACTICES

From inbox to impact: Powering email marketing with Adobe Journey Optimizer



Adobe