

UCI Cinemas & Adglow: Leads and Conversion through movies' promotion



CLIENT

UCI Cinemas (United Cinemas International) is a brand of cinema, currently operating in Italy, UK, Ireland, Austria, Germany, Portugal and Spain.

GOAL

UCI Cinemas asked **Adglow** to focus on an online **communication strategy** that could give users an immersive experience and a strong impact.

Through the **promotion of movies on Facebook**, their primary objective is to **generate leads** and **ticket sales** on their website.

STRATEGY

Adglow worked on a complex strategy to reach a very high number of **website conversions** and 6 key points were developed on this case:

1. Creation of different types of campaigns for each movie sponsored: **Purchase and Lead Generation objectives.**
2. **User behavior tracking** on Page View, Add to Cart, Complete Registration and Purchase Events, thanks to the **Facebook Pixel** implementation.
3. **Segmentation Strategy:** Prospecting on audiences in Italy and creation of ad hoc targets based on specific interests related to the specific movies. Use of **Custom Audiences** created from the **client's CRM data** and its **Lookalike Audiences.**
4. **Remarketing** on Audiences generated during the prospecting activity.
5. **Daily optimization** through the use of our **DSP ADAM.**
6. The Facebook format used for the campaigns was the **Page Post Link Ad** for Desktop and Mobile Feed.

The promotion of the movies is characterized by the development of specific landing pages on the digital channels with interactive gaming and entertainment contents that can stimulate public participation and user conversion.

RESULTS

