



## Case Study

**CINEMARK™**

# Measurement that Scales

"In-the-Moment" Insights  
in a Dynamic Business

---

LiftLab and Cinemark: A Partnership  
in Changing the Conversation around  
Marketing Effectiveness



# Cinemark, one of the world's largest and most influential theatrical exhibition companies.

It has more than 5,000 screens and 500 theaters across the U.S., South and Central America. The company has a rich relationship with its customers, communicating with them regularly, enticing them across topics ranging from the newest release and corresponding concessions promotions to its monthly membership program and online ordering capabilities. This diversity of marketing topics must all work together to provide a cohesive message showcasing how Cinemark's differentiated experience elevates it among its peers.

To do this in a streamlined, true-to-the-brand way, Cinemark invests in sophisticated social and digital marketing platforms and tools capable of delivering billions of media impressions annually, to a total addressable customer base of nearly 30 million consumers and counting. In this effort, marketing measurement is critical for Cinemark to maximize its efficiency and derive the greatest possible revenue from its marketing.

### Screens

5,000

### Theaters

500

### Locations

US, South +  
Central America

# Cinemark sought to

- ✓ remain engaged with existing customers
- ✓ attract new customers
- ✓ support ticket sales online and in-store

Cinemark sought to remain engaged with existing customers, attract new ones and support ticket sales against the backdrop of a dynamic entertainment industry and constant change in the consumer marketing landscape. Adding to the nuance, Cinemark's messaging priorities change week by week based on Hollywood's release calendar.

Cinemark needed a measurement partner that would help the company confidently enter new channels, find customers and fuel efficient growth by driving innovation and experimentation while providing a stable framework to approach such a complex and dynamic environment.

## THE SOLUTION

---

# To accomplish this, Cinemark brought in LiftLab.



We were measuring incrementality, but to optimize our media spend, we needed both a single comprehensive view of our performance as well as a means to estimate the marginal profitability of our last dollar spent. LiftLab was the only vendor that offered this, along with a way to combine the MMM results with the findings from our ongoing testing. We can now optimize our budget by shifting spend to channels with higher marginal profitability, resulting in top-level improvements to spend efficiency as well.

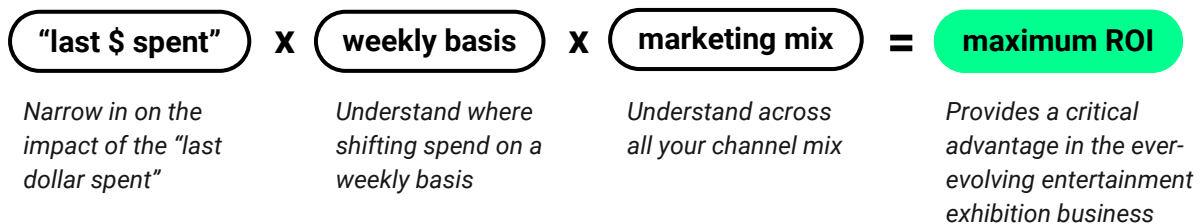
**Jeff Rosenfeld**

*SVP of Digital and Customer Experience at Cinemark*

## 1 Measurement that Runs Deeper Than Average

While other measurement approaches show the impact of marketing investments on average over time, LiftLab's marginal return curves, created specifically for Cinemark, drill down much deeper. These marginal return on ad spend (mROAS) models allow Cinemark to narrow in on the impact of the "last dollar spent," and understand where shifting spend across channels or outlets is most likely to drive the greatest returns at any given time. That to-the-moment understanding provides a critical advantage in the ever-evolving entertainment exhibition business. With these fast insights in hand, Cinemark can make confident calls on exactly where to dial up or dial down spending on a weekly basis.

### mROAS Model Advantage



## 2 Expanding Channels with Maximum Efficiency

Cinemark has sought to dramatically increase its channel mix to meet customers on new platforms and diversify its marketing investments. LiftLab's mROAS approach has been especially valuable in helping Cinemark jump from 7 to 13 channels in under three years, continually adjusting budgets away from lower performing outlets and guiding spend toward fast-opening opportunities at the greatest impact-to-cost ratio



Cinemark jumped from 7 to 13 channels in under three years

3

### Trusted Partnership for Tough Conversations

In addition to valuing the precision of LiftLab's measurement, Rosenfeld appreciates the commitment LiftLab's team brings to the partnership. That commitment is particularly advantageous when the learnings point to corrections that need to happen – and the LiftLab team regularly swings into action to provide Cinemark with the right information for highly-informed discussions around strategy.

"It's always great when the measurement proves that your marketing is awesome," explains Rosenfeld, "but often the real value of the relationship happens when something isn't right. When we need a pivot, the LiftLab team has been great in providing deeper insight – including anticipating and answering the many inevitable questions that follow."

4

### An Unbiased View of Platform Performance

While Cinemark turns to in-platform tools for creative testing and other optimizations, it's LiftLab—Cinemark's measurement vendor—that guides its holistic understanding for budgeting and reporting, and to determine optimal spend allocations across channels.

#### Use Cases

##### New Channel Investment

Moving from 7 channels to 13 and optimizing the ensuing complexity of a more diverse media mix

##### Real-time Optimization

Making calls on a weekly basis on where to dial up or dial down spending for greatest impact

##### Budgeting and Reporting

Capturing a more accurate assessment into performance and closing the gap between the art and the science of marketing.





# The Future for Cinemark

Today, Cinemark is expanding the purview of its marketing efforts – continuing to draw in active moviegoers while also helping audiences reimagine what “going to the movies” can be. Following the company’s rebranding in 2023, this includes leaning into top-funnel brand marketing promoting the value of Cinemark as central to the cinematic experience overall. It also includes added services that tie into that new image, such as Cinemark’s industry-leading partnerships with at-home food delivery services, which brings concessions to any couch, as well as its online merchandise Cinemark Shop.

With these new efforts comes a new set of measurement opportunities in both top of funnel marketing and e-commerce. Rosenfeld believes that ongoing evolution of the entire marketing industry underscores the importance of a long-term, trusted measurement partner. At LiftLab, we’re thrilled to be that support for Cinemark.

# Leading provider of science-driven software to optimize marketing spend and predict revenue for optimal spend levels.

Liftlab is the leading provider of science-driven software to optimize marketing spend and predict revenue for optimal spend levels. We call this the Science of Marketing Effectiveness. Our platform combines economic modeling with specialized media experimentation so brands and agencies can clearly see the tradeoffs of growth and profitability. With decades of experience in marketing analytics and data science, our team of industry experts and thought leaders is proud to enable leading and emerging brands such as Cinemark, Express, Hanna Anderson, Lulu & Georgia, Pandora, Sephora, Skims, Tory Burch, Thrive, and Vionic, with our cutting-edge solutions and strategic guidance. For more information, please visit our website at [www.liftlab.com](http://www.liftlab.com) or [sales@liftlab.com](mailto:sales@liftlab.com).

PANDORA

SKIMS

LULU AND GEORGIA

CINEMARK™



EXPRESS

*Hanna Anderson*

THRIVE  
- MARKET -