



Redbox Makes Rentals a Breeze, Engages and Rewards Users

Redbox's Objectives

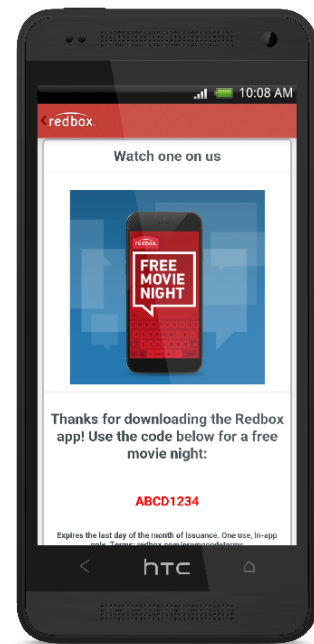
- Educate and onboard new users
- Cross-promote Redbox content across channels
- Give users easy access to rental kiosks and content availability

Redbox is America's destination for new-release movies and video games, renting more than 4 billion discs to date. With more than 35,000 rental kiosks around the nation, Redbox's app gives users a window into kiosk locations and their inventory, making entertainment decisions easy on the go.

With the Redbox app, users can browse the newest movies and video games, find the nearest kiosks and even reserve their choices in advance for fast, guaranteed pickup. The very first notification Redbox sent in 2012 drove 16 times more online traffic than its busiest day ever.

Since its 2010 launch, the Redbox mobile app has been downloaded 30 million times and has seen a 25 percent year-over-year increase. Additionally, of the 30 million downloads, 83% are opted in to receive push notifications.

The retailer also uses a push notification with an in-app message in a welcome message series, powered by Urban Airship's mobile marketing automation, to educate and onboard new users who just downloaded the Redbox app. The first push notification in this series delivers a free rental code within an hour after the app is first



Redbox sends new users a coupon for a free rental one hour after downloading the app. This helps welcome and onboard new users.

RESULTS

↑ 300%

Redbox's first welcome message boosted the redemption rate by 300 percent.

↑ 16x

The first push notification drove more than 16 times more online traffic than its busiest day ever.

opened.

To redeem this offer, users must sign up for a Redbox account, which helps generate more future rentals. Redeemable only through its app, this welcome offer sees a 33 percent higher open rate than Redbox's typical notifications and more than a 300 percent greater redemption rate than its average offer.

This user authentication step is also critical to help tailor the app experience, personalize mobile messaging and begin to understand users' cross-channel communication preferences.

"Triggering push notifications and in-app messages based on users' first behaviors has proven to be an optimal way to systematically educate them on the benefits of Redbox's app and start them on the path toward habitual engagement and more frequent conversions," said Kimberlie Christen, Senior Mobile Marketing Manager at Redbox.

For ongoing communication with users, Redbox employs a multi-channel marketing strategy, which includes its app with push notifications and a message center, as well as text messaging and email.

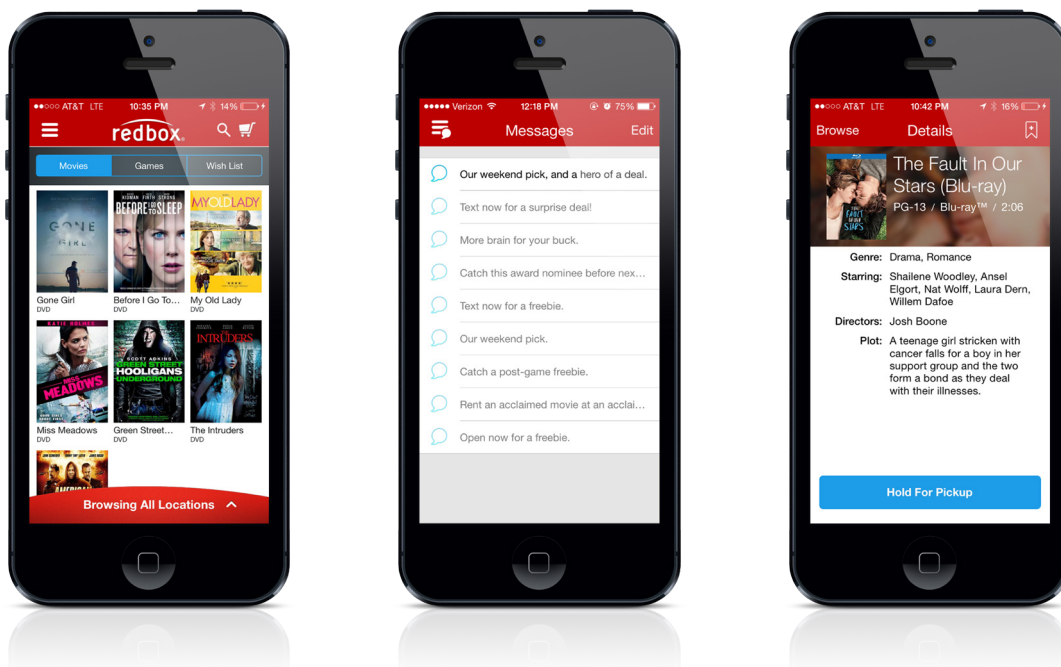
The second message in its welcome series brings users closer to Redbox, with a call to action and a deep-link that takes them to the brand's Instagram page.

"The immediacy of push notifications and easy, convenient access to content in our message center have proven to be ideal tools to inspire people to follow us on social channels and sign-up for our Text Club," said Christen. "This gives the brand more ways to inspire advocacy for the Redbox experience and reach people in more ways."

Redbox's push notification programs accounted for 20 percent of its cross-channel Text Club opt-ins in Q1 2015.

Redbox also sends weekly weekend picks every Friday to share new releases. To quickly drive attention to these movie picks, while allowing users to view this content at their convenience, a deep link is added to push notifications that takes people to message center content. An interactive "Hold For Pickup" button is also added.

Engagement rates for its weekend picks have remained steady, which compared to other channels is an incomparable success. "We see consistent long-term engagement with mobile versus our other digital



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*Kimberlie Christen,
Senior Mobile Marketing Manager, Redbox*

channels,” said Christen. “People who engage with us on mobile are more valuable than those that engage with us offline.”

For more transactional messaging, such as limited-time offers, Redbox now takes advantage of message expiration features to automatically remove old offers from the message center and improve users’ experiences.

The retailer will soon introduce transactional messaging to confirm reservations and returns. For example, when a user reserves through the app, receipts appear in its message center for easy tracking.

Redbox has seen value in utilizing all of Urban Airship’s dedicated teams, from the strategic consulting team to technical account managers with coordination provided by its dedicated account manager.

“Urban Airship has been a great partner in helping us launch new initiatives,” Christen said. “They always come to the table with new ideas, and with our limited resources, have been a constant ally in bringing new functionality to our app.”

In the future, Redbox will continue to innovate and improve its app experience. The retailer is investing in optimizing its rental suggestions based on each customer’s viewing and rental preferences.

It has also experimented with using geolocation, sending location-specific messaging during the Superbowl in the Seattle and Boston areas. “We saw really high engagement in targeting these hometown markets around the big game,” Christen said.