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**How Fandango Uses AI Text
Analytics for Customer &
Digital Experience
Management**



Meet Your Speakers



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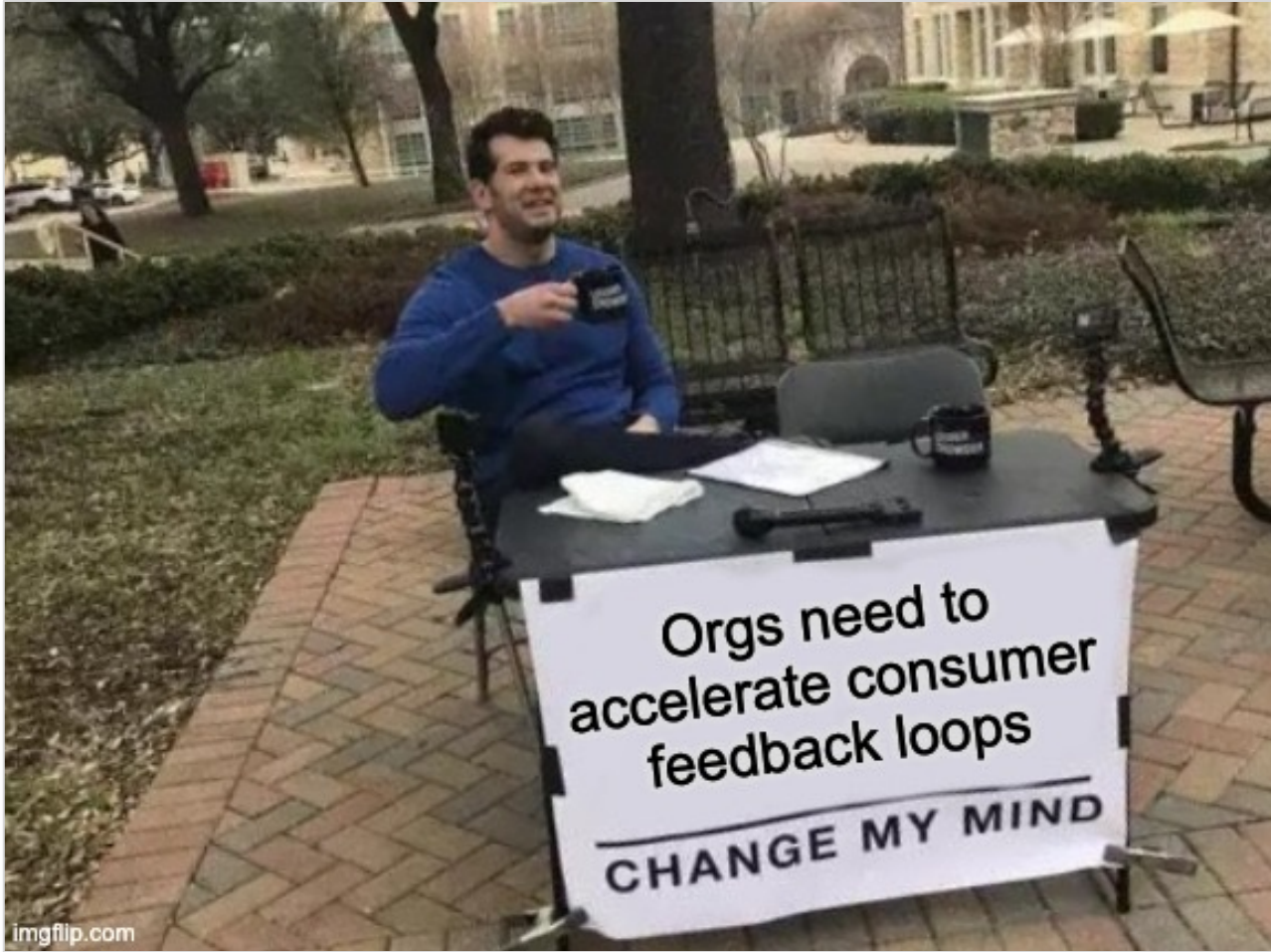


Water, water everywhere,



Nor any drop to drink.





imgflip.com

64%
of consumers wish companies would respond faster to meet their changing needs.

88%
of executives think their customers are changing faster than their business can keep up.

accenture

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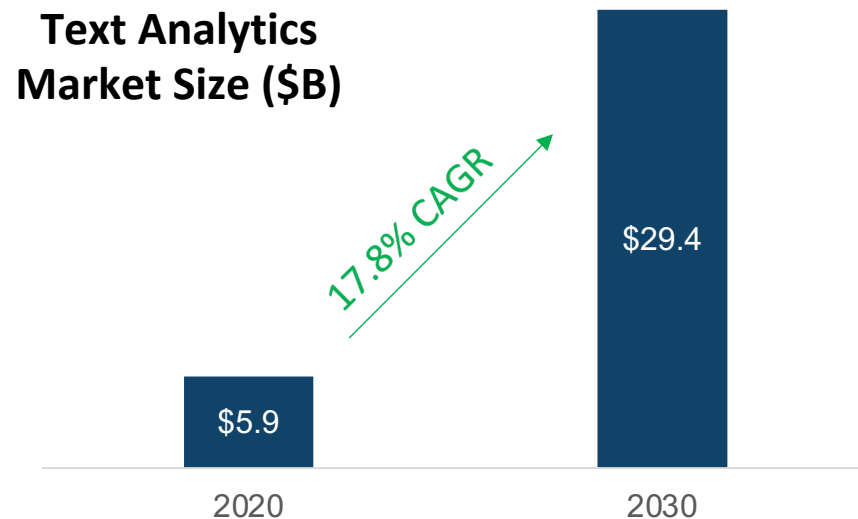
Text is the missing link

Despite years of investments, *text data*, the most abundant form of consumer feedback, remains a black box for most companies. They are surrounded by a sea of insights they can't access.

Why?

Traditional text analysis is too complex and clunky requires a specialized skillset to generate actionable insights.

3 out of 4 brands are in market to adopt a text solution, most of which are doing so for the first time



By 2025, 60% of companies will supplement traditional surveys by analyzing voice and text interactions with customers

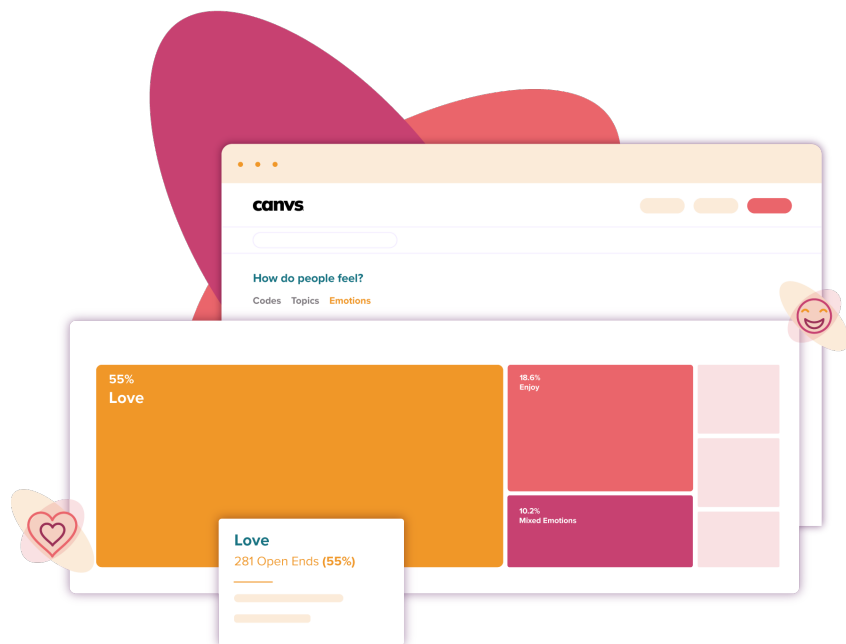
Sources: <https://www.gartner.com/en/newsroom/press-releases/gartner-predicts-by-2025-60-of-organizations-will-supplement-traditional-surveys-by-analyzing-voice-and-text-interactions-with-customers>
Gartner Magic Quadrant for Voice of the Customer, Published 29 November 2021 - ID G00741234
<https://www.alliedmarketresearch.com/text-analytics-market>

Canvs AI is an *Insights as a Service* platform, designed to be the easiest way for brands to unlock value from unstructured feedback



Selection of Current Canvs Customers

Our mission is to enable **empathy**



Easy ingestion of any text source



Accurate quantification of how people feel



Deep customization of analysis



Natural language storytelling and stunning data visualizations



canvs +  **FANDANGO**

FANDANGO NETWORK REACH



OWNED BY



COMCAST
NBCUNIVERSAL

45MM+

MONTHLY UNIQUE VISITORS



INSIGHTS TEAM STRUCTURE



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Coordinator

User Research



Sarah Visintainer

Director

UX



Lauren Mackenzie

Researcher



HOW WE EVOLVED

OUR CHALLENGE:

We are a small team. We lacked additional insight from our consumers and had a need to quantify some of our qualitative insights. However, we did not have enough time to code all of the open-ended responses.

HOW CANVS HELPED:

Canvs allows us to code thousands of open-ended responses very quickly giving us insights we wouldn't have gotten otherwise. We now embrace open-ends and they're not just used to provide color to our quant data.

CANVS STATS:



Case Studies

12:29

Here is an example. Imagine **Movie Reward** would show up instead where it says Free Movie Ticket. To what extent would you say you understand what **Movie Reward** means?

COPY TESTING



BACKGROUND:

Our team conducted a copy test to understand what is the best way to message the Fandango/Vudu Reward consumers find on products in the grocery/retail stores (e.g. Movie Ticket on Dr. Pepper box).

HOW CANVS HELPED:

Canvs helped us analyze over 7K open ends. Through this research, we learned that “Vudu/Fandango Promo Code” or “\$5 off movie tickets or movies & TV shows at home” were the ones that drove most interest and were most clear to consumers.

RESEARCH IMPACT:

As a result, the Rewards and Marketing teams updated how they message the Fandango/Vudu Reward to reflect what we learned from the research.

12:29

Here is an example. Imagine **Movie Reward** would show up instead where it says Free Movie Ticket. To what extent would you say you understand what **Movie Reward** means?



Rewards Copy Test

“Vudu/Fandango Promo Code” and “\$5 off movie tickets or movies & TV shows at home” are the offers/rewards consumers are **most** interested in redeeming and will make them more likely to buy a product because they can redeem for both in theater and at home options.

Copy Test – Top 3
Among Total Respondents

Copy	More Likely To Buy Product	Interested (very/somewhat)	Understand	Interpretation	Quotes
Movie Ticket Reward	43%	84%	60%	People expect if they buy a product with this, they will receive a free movie ticket they can redeem at any movie theater.	<i>“If I purchase the required item(s) I will receive probably a code toward a free movie ticket.”</i>
Vudu/Fandango Promo Code	42%	82%	74%	People expect if they buy a product with this, they will either receive a discount or something free on Vudu or Fandango (e.g. movie rental/purchase or movie tickets).	<i>“It means you get a code in order to watch something cheaper or free on Vudu/Fandango.”</i>
\$5 off movie ticket(s) or movie(s) & TV show(s) at home	40%	81%	81% ★	People expect if they a product with this, they will receive \$5 credit either towards movie tickets, movie rentals/purchases or TV show purchases.	<i>“You can get \$5 off a movie ticket at the theatre or get \$5 towards the rental or purchase of a tv show/movie at home.”</i>

SEE ALL THEATERS

MOVIE TICKET OFFER

CAMPAGN EFFECTIVENESS

WIN A TRIP + OFFER

Buy a ticket for a chance to win a trip to the Rome, Italy premier of FAST. ALSO if you buy 2 tickets, get Free using the code FASTFAM at checkout.

WATCH MOVIES AND TV SHOWS ON DEMAND

VUDU

WATCH ANYTIME,
ANYWHERE

Over 100,000 popular Movies
and TV Shows, no
subscription needed.

BACKGROUND:

Our team launches intercept surveys on the Fandango and Vudu websites to gather feedback on live marketing campaigns (e.g. Buy Minions Tickets Get Game Offer).

HOW CANVS HELPED:

Canvs helps us analyze hundreds of open-ended responses per marketing campaign to understand what consumers like or dislike about the campaigns.

RESEARCH IMPACT:

The marketing team updates their messaging based on the feedback received. For instance, consumers received an Exploding Kittens Game offer with the purchase of Minions' tickets. The research revealed there was confusion on how to redeem the offer. As a result, the marketing team worked on making the redemption steps easier for consumers to understand.

CASE STUDY

12:29

FANDANGO

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MOVIE TICKET OFFER

WIN A TRIP + OFFER

Buy a ticket for a chance to win a trip to the Rome, Italy premiere of FAST X. ALSO if you Buy 2 Tickets, Get 1 Free using the code

Tell us what you like or dislike about the Minions Exploding Card Game offer.

Text input field for survey response

Powered by Qualtrics

GIFT CARDS



A Night out is better in theaters

Customers receive 15% off gift card orders \$60+. Max discount \$60.

- Spotlight, Movies, Theaters, On Demand, Account

Minions Exploding Offer Survey

Minions Exploding Card Game Offer – Open Ends

Among those who noticed the offer

Consumers liked the game-related offer describing it as fun and cute. 15% of respondents were confused on how to redeem the offer.

"We love exploding kittens so the minion version sounds fun too."

"I probably won't see the movie but there's a good chance I'll buy that game. If there's more board game promos in the future it'll encourage me to buy tickets through fandango"

"I feel like it's a great way to advertise the minion movie and keep it in daily conversations and activities by collating with board or card games; minion edition..."

"Love it! We're probably gonna buy through fandango now"

"I just bought tickets and saw the movie, but I haven't been able to figure out how to redeem the offer"

"I thought I was going to get the coupon when I bought my tickets, but I haven't gotten it get."

4





BACKGROUND:

Our team has a customer experience program where we gather feedback from all our different websites and apps – from issues experienced to product suggestions.

HOW CANVS HELPED:

Canvs helps us analyze hundreds of open-ended responses per month from the Vudu Post-Purchase and understand what issues customers are facing while watching content they recently purchased.

RESEARCH IMPACT:

This research helps us quantify customers' issues which helps the product team prioritize which specific issues need resolution and resources.

CASE STUDY

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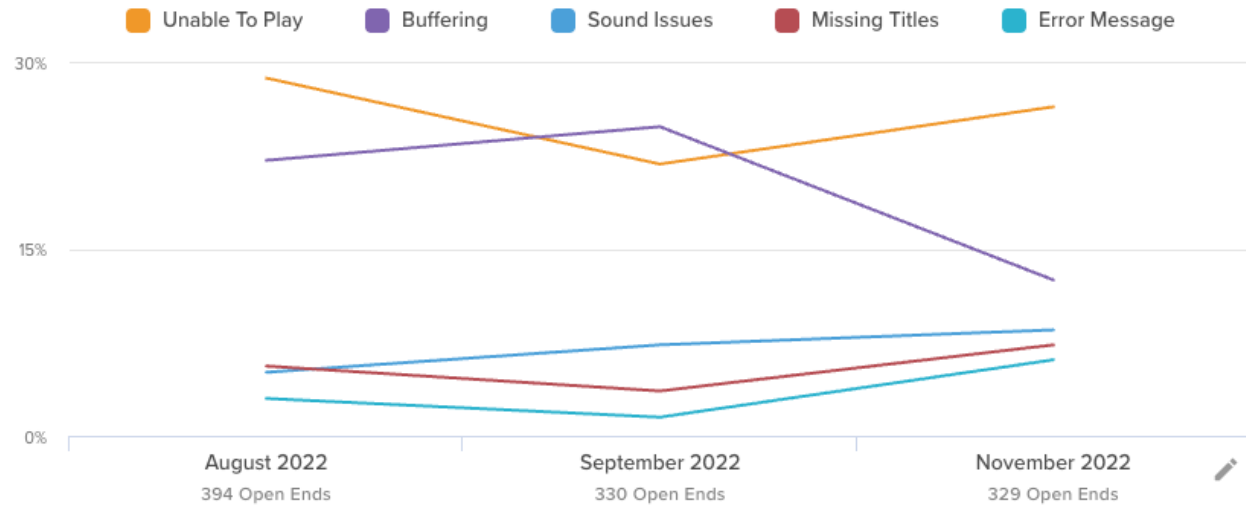
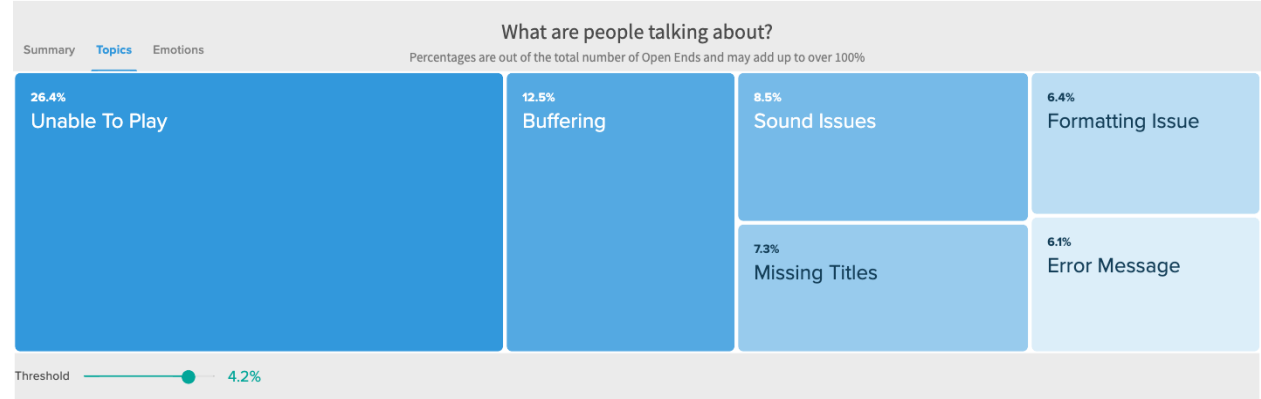


Please tell us a little more about your experience so we can look into this issue.



Powered by Qualtrics

Vudu Post Purchase Survey

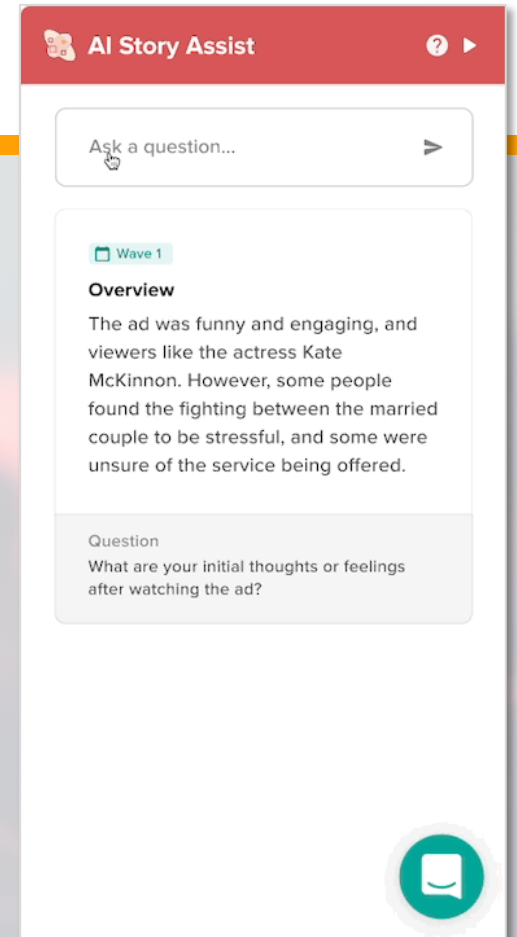


KEY BENEFITS OF CANVS

- 1 Has allowed us to embrace open ends again
- 2 Gives us the ability to quantify the qualitative data to make it more impactful
- 3 Allows us to get richer insights from our customers much faster

LOOKING AHEAD

- 1 Use Canvs to help analyze user interview transcripts
- 2 Use new “linear view” trend feature to help track customer feedback over-time
- 3 Use new chat AI feature to help with marketing and copy testing



canvs.ai/story-assist

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Thank you

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during Quirk's LA!

Booth #107

www.canvs.ai

