

MovieSite: Conversion Performance Analysis

Insights from 12 Months of Distributor Campaign Data

Summary of Findings

This analysis examines 12 months of performance data from usheru partner campaigns, comparing new theatrical releases supported by a dedicated MovieSite with new theatrical releases using standard release pages alone:

-  33 releases supported by a MovieSite were analysed alongside 784 standard Connect release pages
-  MovieSite-supported releases achieved a **17.11% aggregate theatrical conversion rate**
-  Standard Connect pages achieved a **4.19% aggregate theatrical conversion rate**
-  Releases supported by a MovieSite delivered approximately **4x higher theatrical conversion** compared to standard Connect release pages over the same period.
-  The dataset includes a mix of wide and smaller releases across multiple distributors

Theatrical conversion = percentage of site visitors redirected to a cinema website when showtimes were live.

Introduction

This analysis examines 12 months of performance data from usheru partner campaigns, comparing new theatrical releases supported by a dedicated MovieSite with new releases using standard release pages alone.

“Standard release pages” refers to usheru Connect release pages used without a MovieSite.

The purpose of this study was to assess whether the use of a dedicated MovieSite materially improves theatrical conversion performance.

1 The challenge: **interest is not the constraint, conversion is**

Film campaigns are effective at generating awareness and audience interest.

However, performance data consistently shows that the most significant drop-off occurs later in the journey, at the point where audiences are ready to act.

Across theatrical campaigns, the transition from interest to ticketing is often indirect or fragmented, creating friction during peak intent moments.

MovieSites were developed to address this specific stage of the journey. They are designed to:

- ✓ Support audiences at the decision and conversion stage
- ✓ Provide a clear and focused path from interest to ticketing
- ✓ Operate as a dedicated campaign experience within Connect

MovieSites are not intended to replace standard release pages. They are designed to support releases during the highest-intent phase of a theatrical campaign.

2 Standard release pages and MovieSites serve different functions

Within **Connect**, standard release pages are designed to:

- ✓ Support discovery and provide core film information at scale
- ✓ Maintain consistency across large catalogues of titles
- ✓ Operate as structured release pages within the Connect platform

MovieSites are designed to:

- ✓ Support audiences during the high-intent phase of a campaign
- ✓ Provide a more direct path from interest to ticketing
- ✓ Transition automatically from awareness-focused presentation to ticketing-focused presentation once showtimes are live
- ✓ Enable campaign-level optimisation during peak theatrical windows

Both approaches play important roles within a release strategy. They are structured to support different stages of the audience journey.

3 The headline insight: long-term conversion performance

We analysed campaign performance for new theatrical releases over a 12-month period (2025).



Dataset

33

new releases
supported by
a MovieSite

784

new releases
using standard
Connect
release pages

Multiple

distributors,
markets and
genres

Focus on
theatrical
**conversion
performance**

Results

(Across the 12-month period)

Releases supported by a MovieSite
achieved a:

17.11%

aggregate theatrical
conversion rate

Releases using standard Connect
release pages achieved a:

4.19%

aggregate theatrical

This represents approximately **4x higher theatrical conversion** for releases supported by a MovieSite over the same period.

The dataset includes a mix of wide and smaller releases across multiple distributors, limiting the influence of individual film scale on the aggregate result.

This is not a single-title comparison.

It reflects a consistent performance pattern observed across the platform over time.

4 Why MovieSites convert better: **structural factors**

MovieSites are structured to support audiences during the decision stage of a theatrical campaign.



Key structural differences include:

- ✓ A more direct path from awareness to ticketing
- ✓ Automatic transition from awareness-focused presentation to ticketing-focused presentation once showtimes are live
- ✓ Reduced competing calls to action during peak ticketing windows
- ✓ Clearer and more prominent ticketing prompts
- ✓ Ability to optimise and iterate during active campaign periods
- ✓ Presentation aligned specifically to the theatrical window

These structural differences contribute to improved conversion performance during high-intent phases of a campaign.

5 Implications for distributor strategy

This analysis indicates that supporting a release with a dedicated MovieSite delivers materially stronger theatrical conversion performance than standard release pages.

For distributors operating within Connect, this has strategic implications:

- ✦ A dedicated MovieSite can increase the proportion of high-intent visitors redirected to ticketing
- ✦ Conversion uplift is observable across a mixed slate, not limited to individual titles
- ✦ The approach can be applied selectively or consistently depending on release strategy

The findings do not suggest that MovieSites determine box office outcomes. They indicate that campaign structure can influence how effectively audience intent converts to measurable ticketing action.

Context and Scope

What this analysis demonstrates

- Releases supported by a **MovieSite** achieved materially **higher theatrical conversion** within the measured period
- The uplift is observable across a mixed slate of titles and distributors
- Campaign structure can influence conversion performance during peak theatrical windows

What this analysis does not claim

- That MovieSites determine overall box office results
- That creative, budget or release scale factors are insignificant
- That individual titles can be directly compared outside this aggregate dataset

This study evaluates conversion performance within Moviesite and Connect standard release pages. It does not assess creative effectiveness or total campaign ROI.

Find out more at
usheru.com/moviesite