

X1 In-Grid Performance Overview

Starting at the end of April 2019, in our continued effort to talk *with* our customers instead of to them, we transitioned our X1 in-grid copy from direct calls-to-action to a more colloquial, culturally relevant tone. The ultimate goal of infusing our editorial voice into these ads was to **reinforce Xfinity as an entertainment expert with a trustworthy point-of view**.

The transition resulted in the following:

- **6 website article features** (that we know of!); Refer to the Press Pick-up slide (slide 7) to read the full articles!
- **Social traction across Twitter and Instagram**, generating positive engagement and hundreds of retweets
- **A substantial increase in in-grid engagement**, particularly with the content our customers are posting to their social feeds. Specifically, we've identified the following performance upticks:
 - Before the new copy tone, the average click-through-rate for a movie-based in-grid was ~0.15%. Since April, our **average click-through-rate for movie campaigns as increased to an impressive 0.21%**!
 - The titles customers tweeted about performed even higher than the average, with Men In Black: International garnering **twice the average CTR at a 0.40%**, and Toy Story 4 garnering **a staggering 0.74%**!
 - Transactional campaigns have historically received the least engagement out of all of the campaigns we promote within this tactic, so this turning of the tides is a BIG win!
 - Note: our average CTR for TV campaigns has remained at a relatively stable 0.25%, but we expect to see engagement trend upward this fall as we start to schedule more TV campaigns.

Check out some social reactions on the following slides!

Customers Reactions

genica

@genicaisreyes

Follow

Replied to @arthurstacy

Kind of living for these 😂

Guide / TV Listings

Today 9/8

3:30p

4:00p

4:30p

5:00p

KTSF 26 708

BACK PAIN

How to Tigh

Have Thinni

Mandarin

PBS 709

Rick Steves

Antiques Roadshow

KQED Ne

xfinity

Toy Story - Relive your childhood or cry trying.

PBS 710

Great Perfo

Father Brown

A Place to

ion 711

NCIS: Los A

NCIS: Los Angeles

NCIS: Los

Toy Story - Relive your childhood or cry trying.

SPONSORED (1995) A flashy new action hero's arrival creates upset in a community of toys that comes to life when

jonny klemchuk

@jonnyklemchuk

Follow

Someone needs to be promoted @Xfinity

Guide / TV Listings

Today 9/5

8:30p

9:00p

9:30p

10:00p

10:30p

11:00p

1302

ESPN Bases Loaded

ESPN Bases Loaded

xfinity

X-Men: Dark Phoenix - An X-Men fan's worst nightmare.

1303

WNBA Basketball: Las Ve

World's Str

WNBA Basketball: Seattle Storm at L

1313

BTN Volley

The BIG Show

BTN Football in 60: Tuls

The B1

1321

TrueSouth

SEC Film R

SEC Inside

Marty & McGee

Colleg

X-Men: Dark Phoenix - An X-Men fan's worst nightmare.

SPONSORED (2019) During a rescue mission, Jean Grey is hit by a cosmic force that makes her infinitely more powerful, but far more unstable. The X-Men must now unite to sav...

Details (PS3)

23 %

64 %

5:35 PM - 5 Sep 2019

James

@JaySaysStuff

Follow

Well played, @Xfinity.

Guide / TV Listings

Today 9/4

9:30a

10:00a

10:30a

11:00a

11:30a

12:00p

479

Beyond the Edge

Mail Order Monster

xfinity

Avengers: Endgame - Spidey's boot from MCU is way worse than any villain.

480

Naked Gun 33 1/3: The Final Insult

Lynyrd Skynyrd: If I Leave Here Tomorrow

481

The Virgin

Elizabethtown

Beavis

482

The American President

Down

Avengers: Endgame - Spidey's boot from MCU is way worse than any villain.

SPONSORED (2019) The remaining Avengers -- Thor, Black Widow, Captain America and Bruce Banner -- must figure out a way to bring back their vanquished allies for an epi...

Details (PS3)

94 %

91 %

7:51 AM - 4 Sep 2019

Stark Jr.

@iamefra_

Follow

Well played, @Xfinity.
#SaveSpidermanFromSony

Guide / TV Listings

Today 8/26

10:00p

10:30p

11:00p

11:30p

Thu 12:00AM

Thu 1

A Summer Romance

The Golden

The Golden

The Golden

Th

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

Home Imp

Home Imp

Whose Line

Whose Line

Whose Line

W

Dark Waters: Murder i

Homicide Hunter: Lt. Joe

The Wonderlan

Danny's Ho

Danny's Ho

Action Bronson Watches

Action Bronson V

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

SPONSORED (2019) The remaining Avengers -- Thor, Black Widow, Captain America and Bruce Banner -- must figure out a way to bring back their vanquished allies for an epi...

Details (PS3)

94 %

91 %

7:56 PM - 21 Aug 2019

nikki

@smittenshooky

Follow

Lol Thanks @Xfinity I didn't need to be reminded 🙄 #SpideyDeservesBetter

Quantum of

Prisoners

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

21

Battle of Bri

Surf's Up 2: WaveMania

22

The 33

Quantum of Solace

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

SPONSORED (2019) The remaining Avengers -- Thor, Black Widow, Captain America and Bruce Banner -- must figure out a way to bring back their vanquished allies for an epi...

Details (PS3)

94 %

91 %

4:43 PM - 22 Aug 2019

Shane Dale Wells Jr.

@ShaneDaleWells1

Follow

Sooo some one must've hacked Xfinity! But it's sooo true though! @Xfinity @Marvel

Life 222

Bizarre ER

Bizarre ER

Bizarre ER

Untold Stories of

Walker, Texa

Matlock

Campmeeting

xfinity

X-Men: Dark Phoenix - An X-Men fan's worst nightmare.

228

Battle of the

Dinner Takes All

Best Cake W

Best

229

EWTN News

Challenge an

Life on the Rock

Pope Franci

X-Men: Dark Phoenix - An X-Men fan's worst nightmare.

Details (PS3)

23 %

64 %

6:35 PM - 5 Sep 2019

1 Like

Xfinity

@Xfinity · Sep 6

Replying to @ShaneDaleWells1

No hack happened here! Glad you liked it 😊.

1

Shane Dale Wells Jr.

@ShaneDaleWells1 · Sep 6

I loved it! This is why I love you guys! #xfinityisthebest #ilovexfinity

1

CripplingDepression

@bcepeda2000

Follow

@Xfinity y'all real af 🤔🤔🤔 #SaveSpiderMan

Guide / TV Listings

Today 8/26

Mon 1:00AM

Mon 1:30AM

Mon 2:00AM

Mon 2:30AM

Mon 3:00AM

403

Walk the Proud Land

The Redhead From Wyom

xfinity

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

404

Whiteout

Grimm Brothers' Snow White: A Tale Of Terror

405

Te

Illegal Tender

Miami Vice

406

Moonrise Kingdom

Mighty Morphin Power R

Avengers: Endgame - Let's be real: You're here to save Tom Holland.

SPONSORED (2019) The remaining Avengers -- Thor, Black Widow, Captain America and Bruce Banner -- must figure out a way to bring back their vanquished allies for an epi...

Details (PS3)

94 %

91 %

11:22 PM - 25 Aug 2019

psphenom

...

852

Around the

Pardon the

NBA: The Jump

853

College Football: 2004: Oregon at California

xfinity

X-Men: Dark Phoenix - An X-Men fan's worst nightmare.

854

Supercars Championship

British Touring C

NFL's Greatest Games - 2018: Kansas City Chiefs at Los Angeles

REPEAT (8/10/19) Los Angeles Rams outlast Kansas City Chiefs 54-51 in an explosive offensive showcase. From Nov. 19, 2018.

9:30 - 10:00 PM

851 ES2H

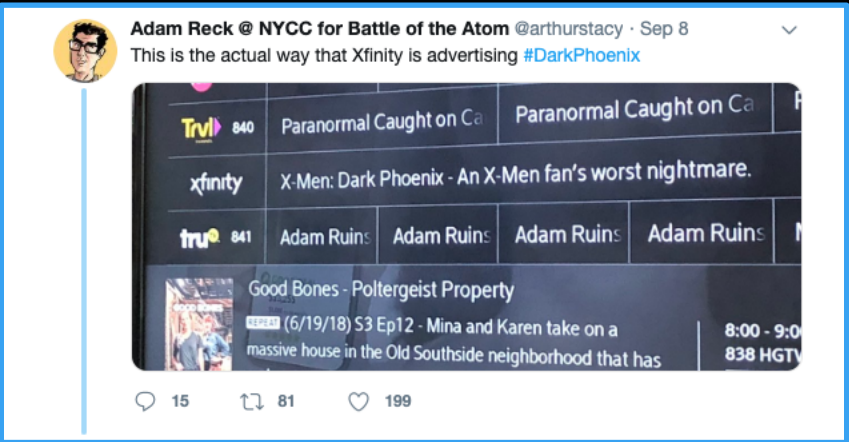
18 likes

psphenom Who knew @Xfinity had jokes!

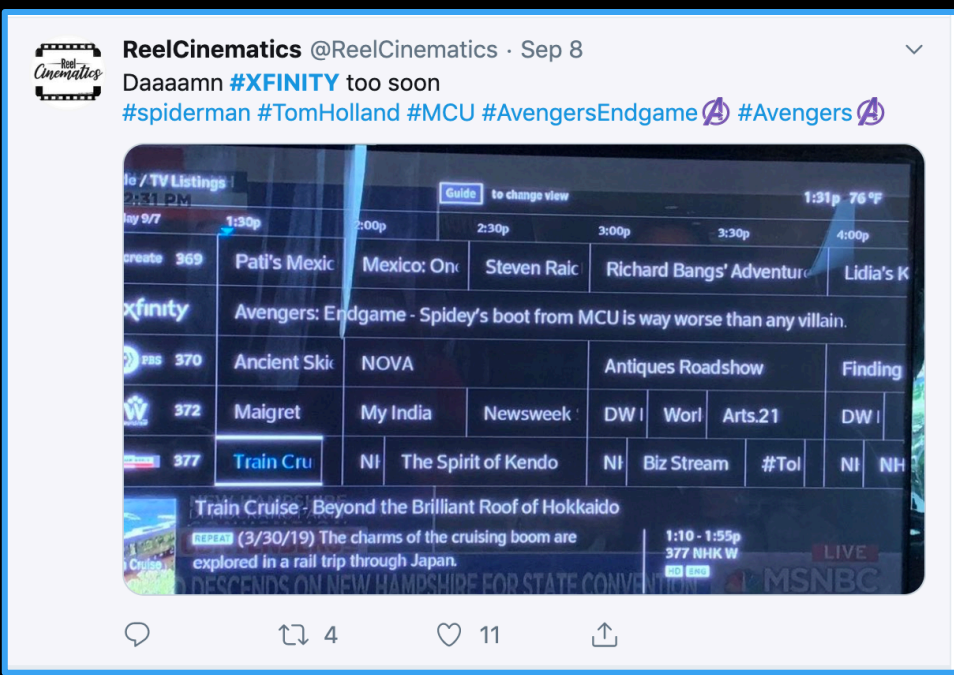
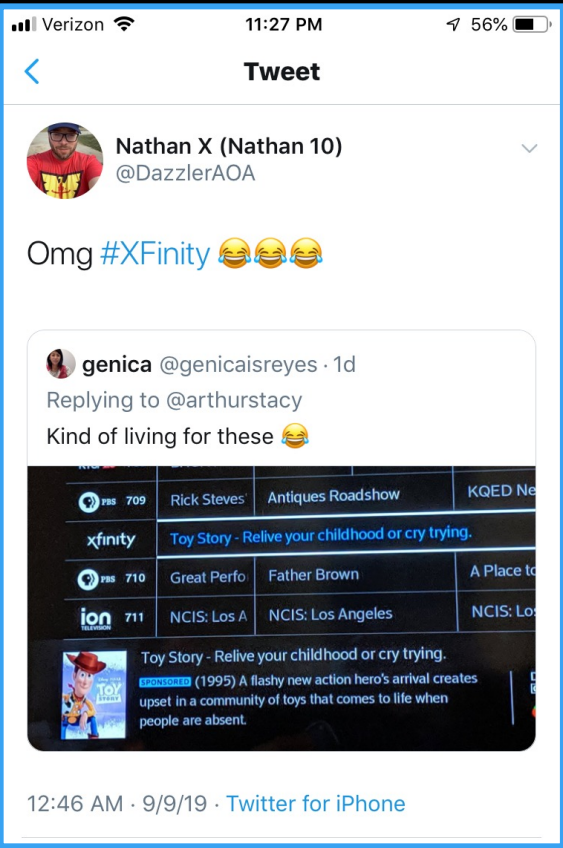
Not subtle, but kudos!



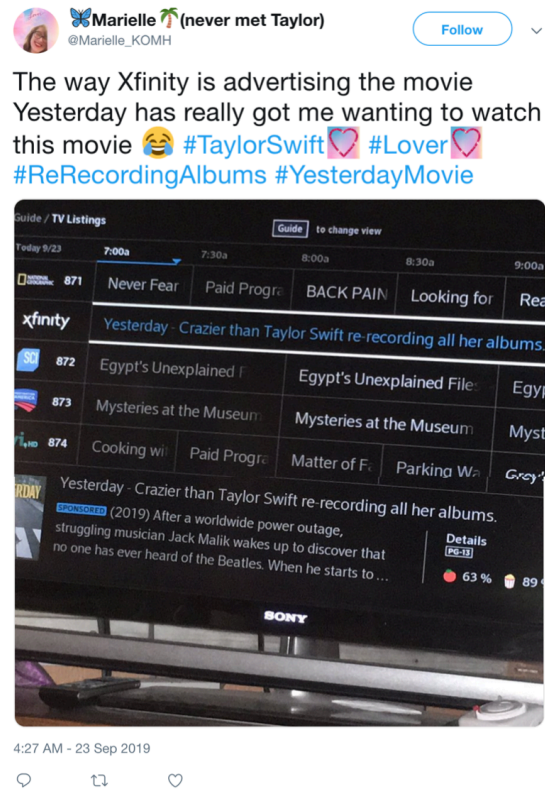
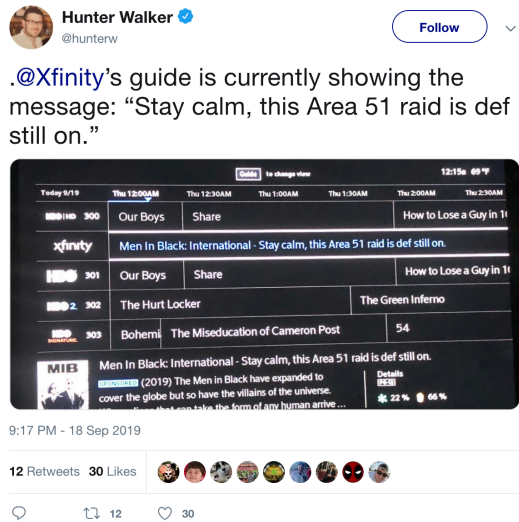
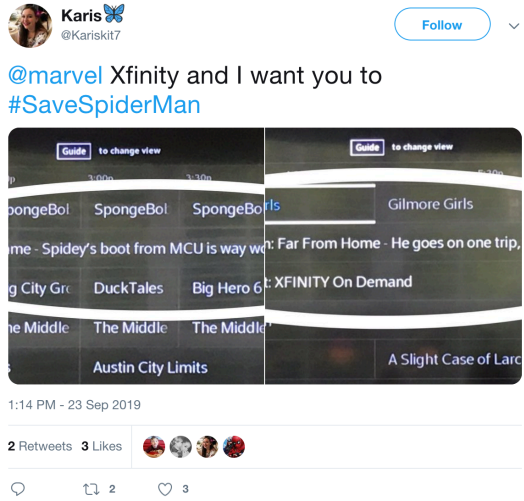
Customers Reactions



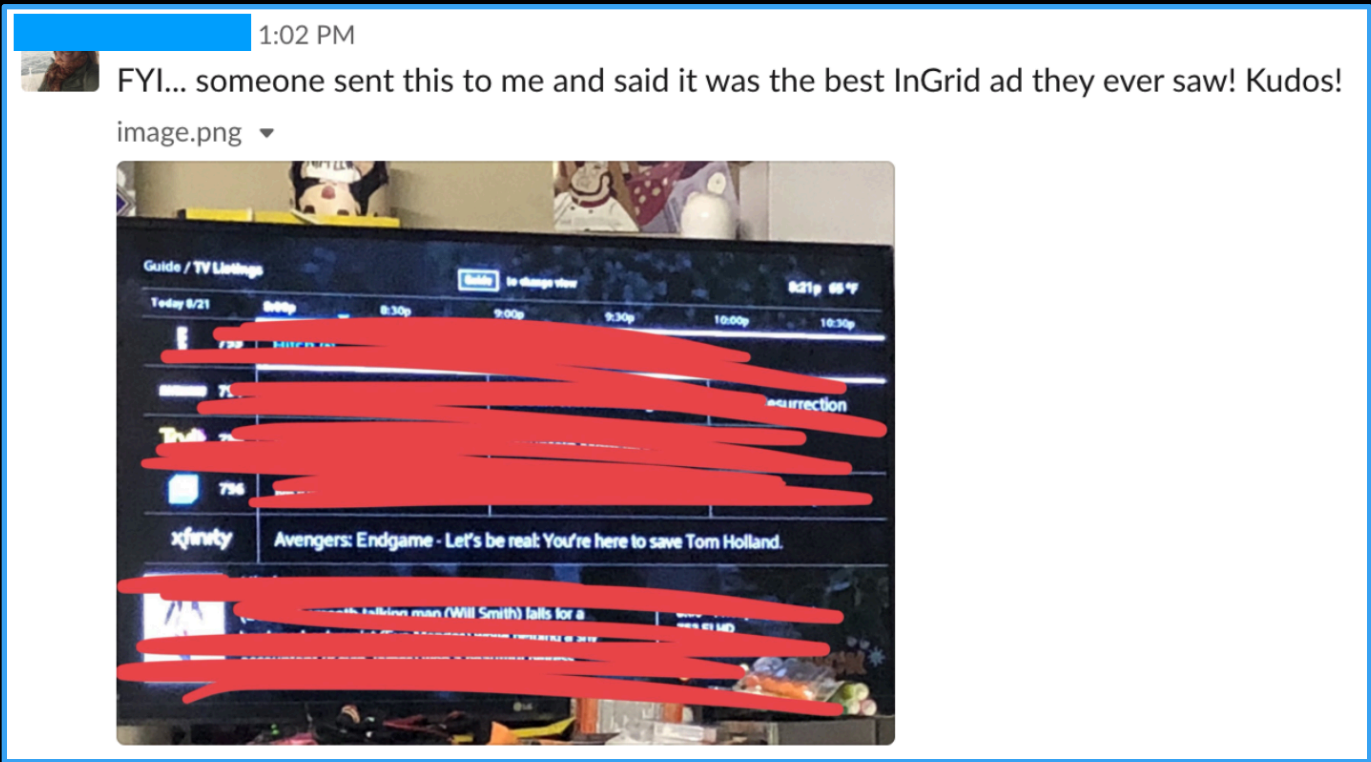
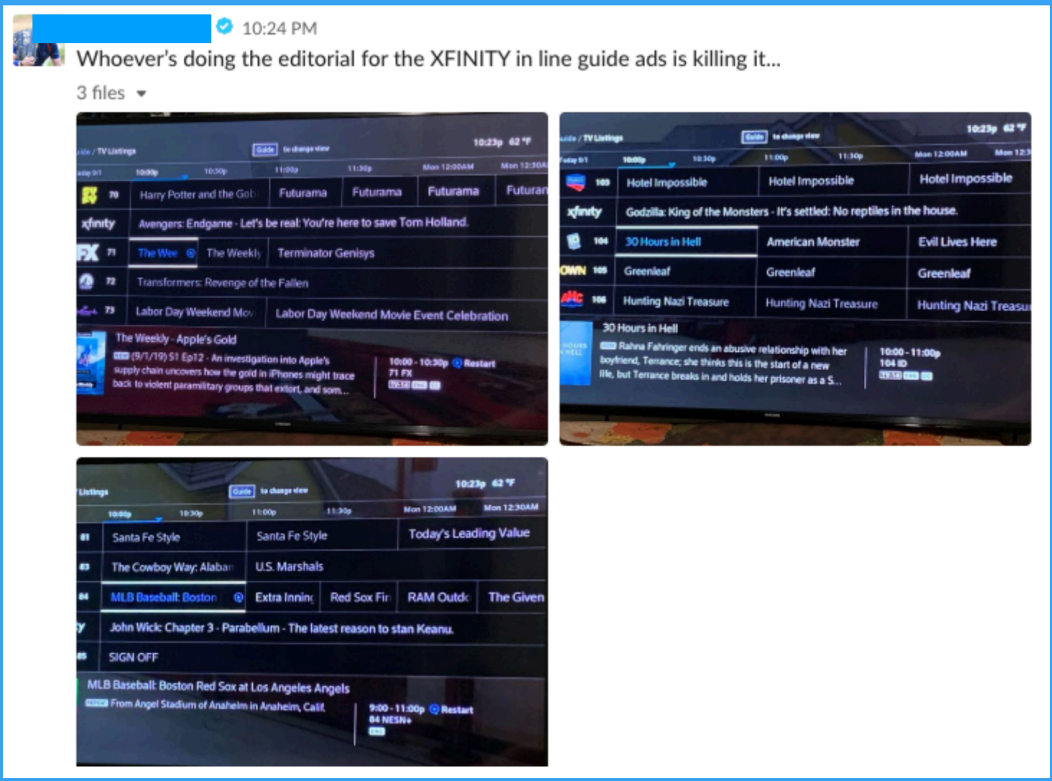
Customers Reactions



Customers Reactions

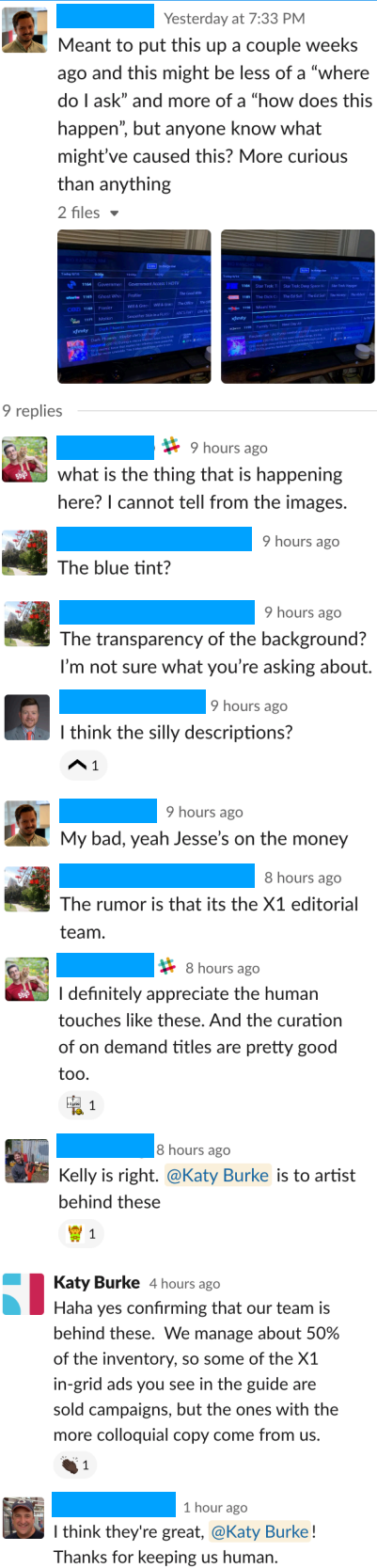


Internal Reactions



From: [redacted]@comcast.com>
Date: Tuesday, September 24, 2019 at 4:09 PM
To: "Morocco, Dina" <Dina_Morocco@cable.comcast.com>, "Burke, Kathryn" <Kathryn_Burke@cable.comcast.com>, "Selihar, Kristin" <Kristin_Selihar@cable.comcast.com>
Subject: in grids

Just passing along that [redacted] just asked me who does our in grids, he wanted me to know he loves them and thinks they are hilarious. He expressed how it is nice to see our editorial voice coming through... well done!



Press Pick-up

Article #1 (8/25/19): *"Fans are still reeling from the ongoing Sony and Disney Spider-Man news and now, it's apparently become a cultural phenomenon in and of itself. Comcast's on-demand channel decided to poke fun at the situation, saying fans they were probably only buying the movie to try convincing Disney to go all-in on the character. "Avengers: Endgame - Let's be real: You're here to save Tom Holland," Xfinity's listing said."*

Article #2 (9/2/19): *"If you're reading this, you're likely well aware of the ongoing kerfuffle between Disney and Sony Pictures; it's all anyone has talked about for the past few weeks. Few have braved the stormy waters to use the crumbling deal as a marketing ploy yet here we are with Comcast making the most of the deal."*

Article #3 (9/8/19): *"When it debuted in theaters earlier this year, many regarded X-Men: Dark Phoenix to be a lackluster end to Fox's Marvel franchise, and it looks like that is carrying through even to the film's home release. A photo of the film's listing on Xfinity, Comcast's on-demand channel, recently made the rounds online. In the listing, Comcast proclaims that Dark Phoenix is simply 'an X-Men fan's worst nightmare.'"*

Article #4 (9/9/19): *"In a great find by Battle of the Atom! podcast host Adam Reck, the Xfinity channel guide weighed in on Dark Phoenix's abysmal run at the box office, listing the movie as 'X-Men: Dark Phoenix - An X-Men fan's worst nightmare.'"*

Article #5 (9/9/19): *"Dark Phoenix is being advertised as an X-Men fan's worst nightmare, quite literally by Comcast Cable. This year's long-awaited movie of the iconic comic saga turned out to be a critical and box office failure that altered fundamental aspects of the story, effectively killing any chance the saga had of continuing in its current form and leaving the five-episode retelling of the story shown in the '90s X-Men animated series as its adaptation highlight."*

Article #6 (9/9/19): *"As hilarious as this Dark Phoenix listing is, it's also an odd way to market a film that people have to pay to see, especially with such a big star like Sophie Turner at the forefront. That being said, there is quite some truth to the comments."*