

MERCATOR



INFORME DE SEGUIMIENTO MARKETING DIGITAL

cine yelmo



MÉTRICAS GENERALES

| Enviados | Entregados | % rebotes | % bajas |
|----------------------|----------------------|------------------|------------------|
| 1,455,341 + 41.9% | 1,451,459 + 41.9% | 0.24% + 26.7% | 0.61% + 23.5% |

| Tipología de envío | Envíos | Enviados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|--------------------|--------|-----------|------------|---------------|------------|-------|-----------|---------|
| Estreños | 11 | 1,399,011 | 1,395,275 | 46.6% | 0.78% | 1.66% | 0.18% | 0.62% |
| Preestrenos | 20 | 56,330 | 56,184 | 48.17% | 0.74% | 1.54% | 0.26% | 0.6% |

| Tasa apertura | Tasa click | CTOR | Compras |
|------------------|------------------|-----------------|------------------|
| 47.61% + 7.0% | 0.75% + 24.6% | 1.58% + 5.0% | 2,480 + 79.8% |

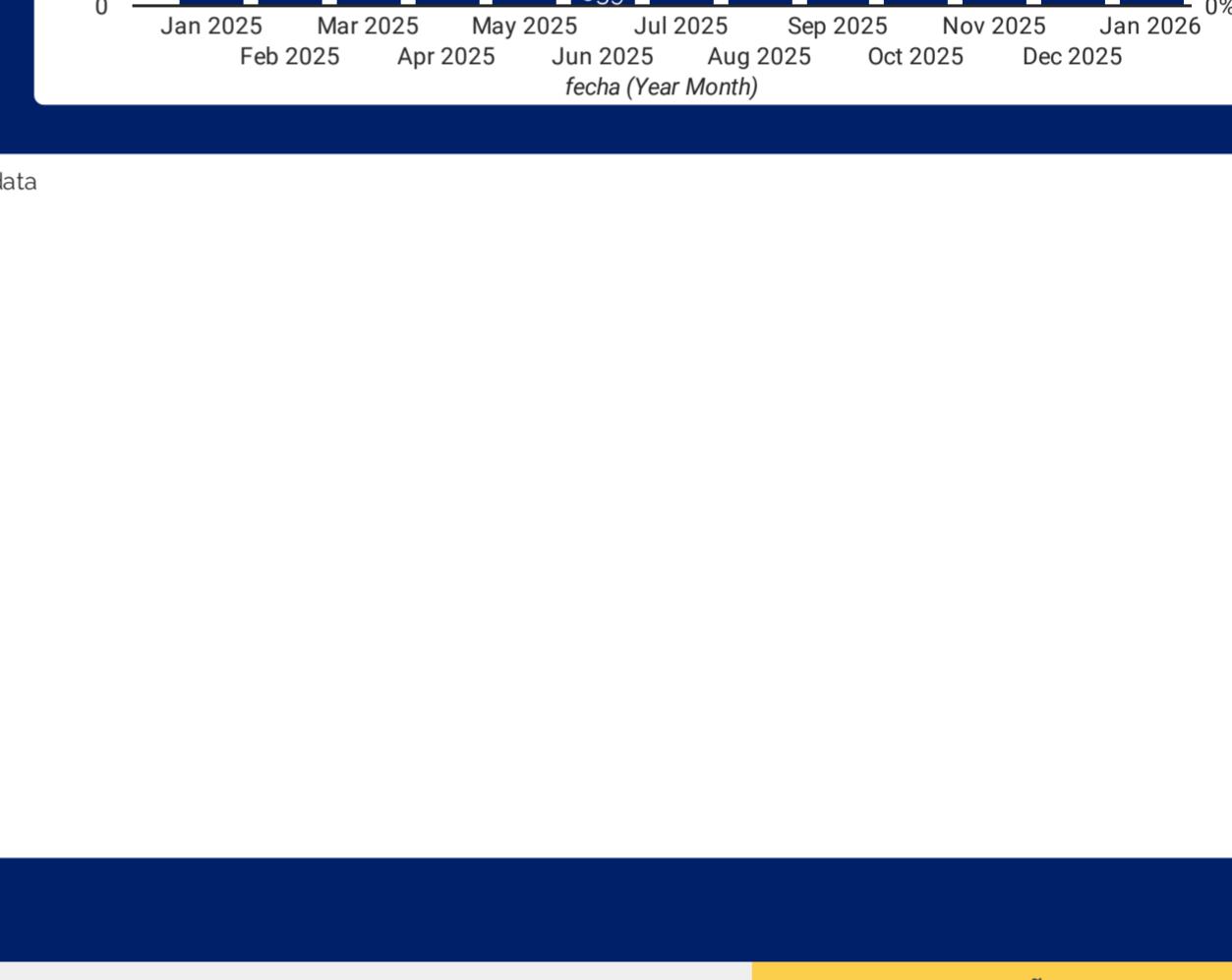
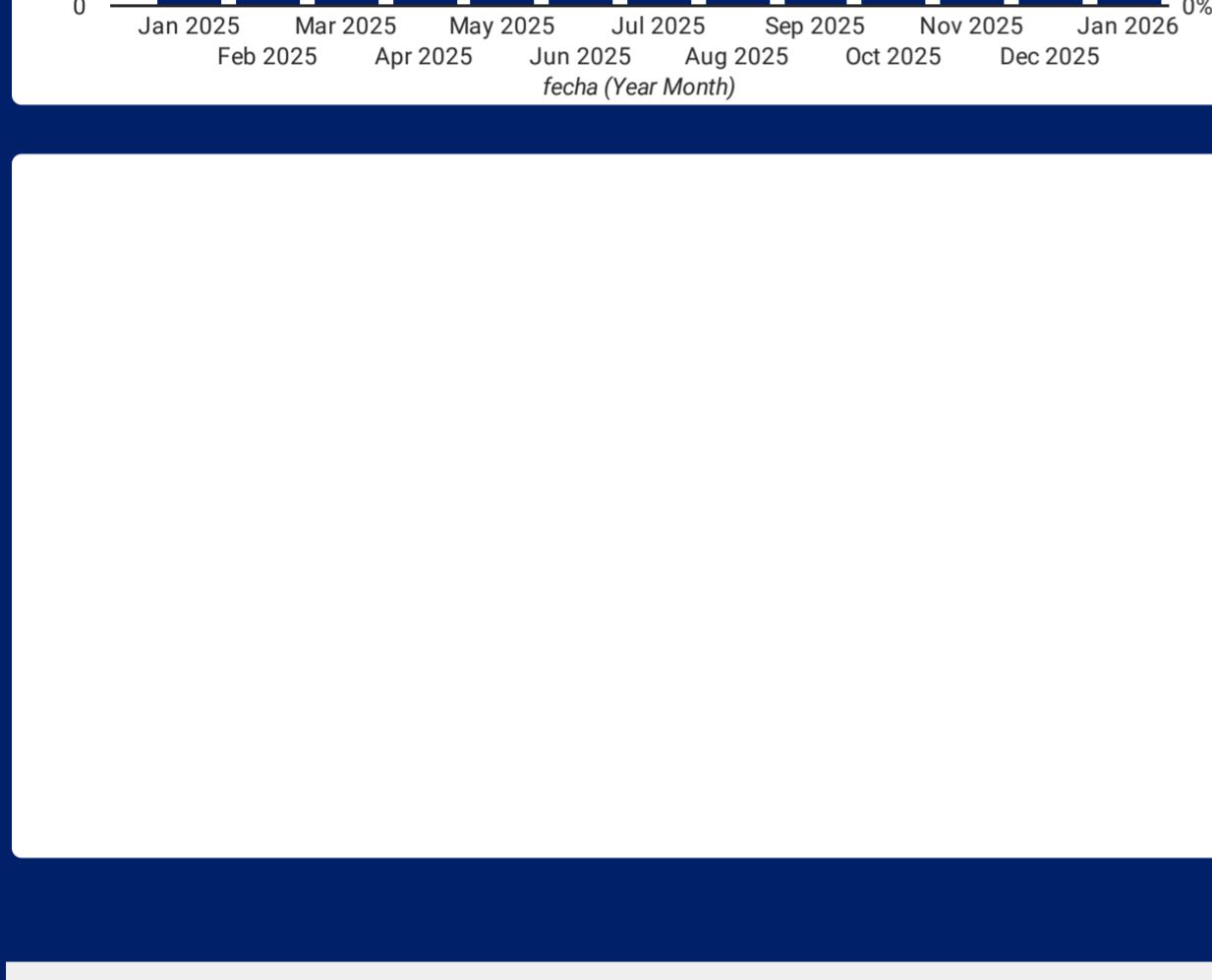
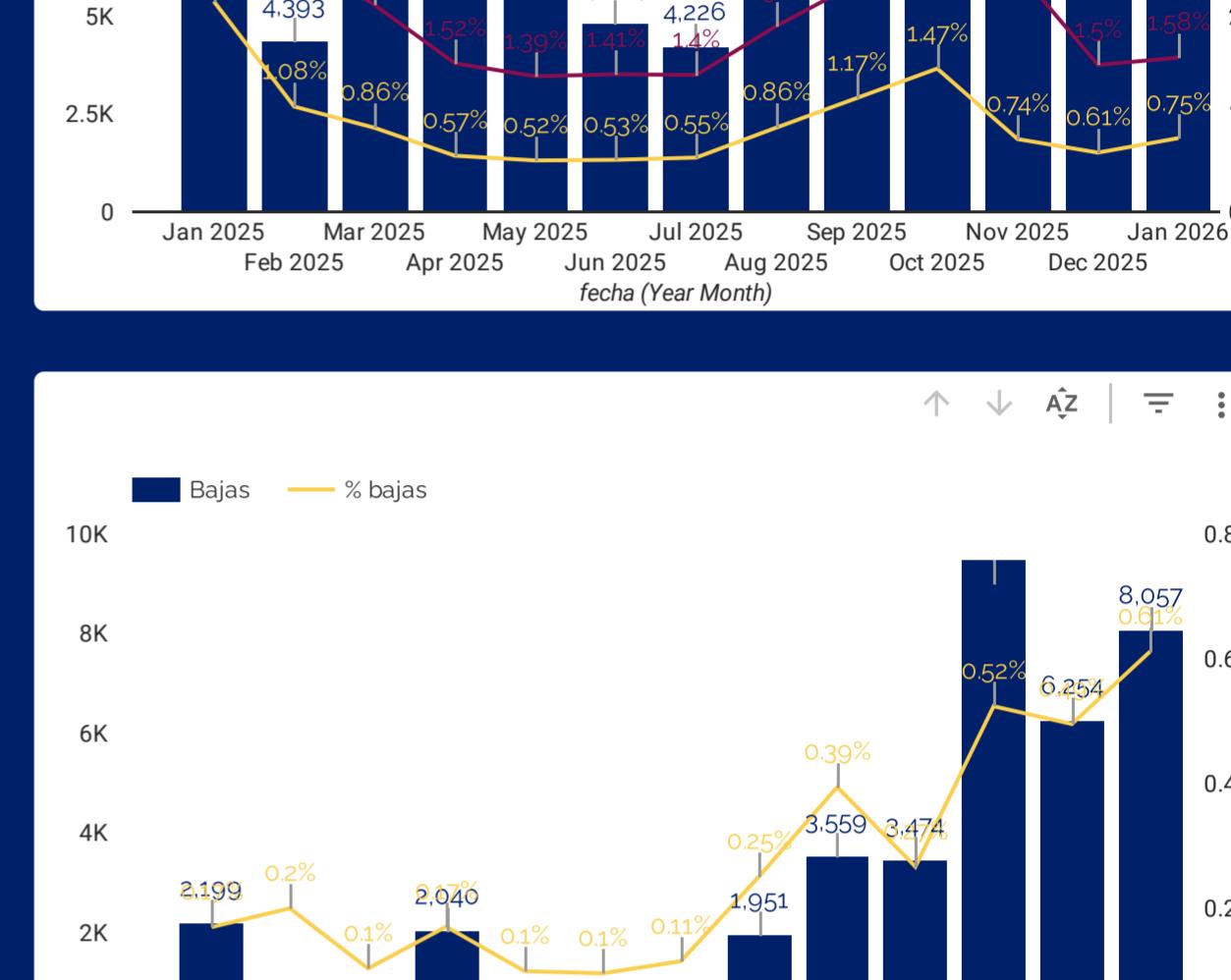
| | | | | | | | | |
|-------------|----|-----------|-----------|--------|-------|-------|-------|-------|
| Grand total | 31 | 1,455,341 | 1,451,459 | 47.61% | 0.75% | 1.58% | 0.24% | 0.61% |
|-------------|----|-----------|-----------|--------|-------|-------|-------|-------|

No data

Tipología de envío: Estrenos, Pr... (2)

Nombre creatividad

EVOLUTIVOS



No data

CAMPAÑAS

| Fecha de envío | Nombre creatividad | Semana | Enviados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|----------------|--------------------|--------|----------|------------|---------------|------------|------|-----------|---------|
|----------------|--------------------|--------|----------|------------|---------------|------------|------|-----------|---------|

| | | | | | | | | | |
|--------------|--|--------|---------|---------|--------|-------|-------|-------|-------|
| Jan 1, 2026 | 20260101_Estreños | Week 1 | 279,828 | 278,899 | 47.51% | 1.11% | 2.34% | 0.33% | 0.79% |
| Jan 1, 2026 | 20260101_Estreños_Ideal | Week 1 | 2,950 | 2,946 | 51.63% | 0.85% | 1.64% | 0.14% | 0.92% |
| Jan 7, 2026 | 20260107_Estreños_Rentalfamily | Week 2 | 2,588 | 2,586 | 51.43% | 0.73% | 1.43% | 0.08% | 0.5% |
| Jan 9, 2026 | 20260109_Estreños_Ideal | Week 2 | 2,915 | 2,911 | 51.73% | 0.96% | 1.86% | 0.14% | 1.31% |
| Jan 9, 2026 | 20260109_Estreños | Week 2 | 278,100 | 277,312 | 47.11% | 0.85% | 1.8% | 0.28% | 0.71% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_LaMa... | Week 2 | 5,652 | 5,637 | 50.9% | 0.98% | 1.92% | 0.27% | 0.8% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_Mega... | Week 2 | 1,473 | 1,468 | 45.98% | 0.95% | 2.07% | 0.34% | 0.41% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_Vialia... | Week 2 | 1,996 | 1,990 | 48.84% | 1.21% | 2.47% | 0.3% | 0.7% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_Merc... | Week 2 | 3,154 | 3,147 | 48.68% | 0.7% | 1.44% | 0.22% | 0.86% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_Espac... | Week 2 | 2,017 | 2,012 | 48.76% | 1.09% | 2.24% | 0.25% | 1.39% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_IslaAz... | Week 2 | 1,977 | 1,967 | 48.5% | 0.81% | 1.68% | 0.51% | 0.41% |
| Jan 11, 2026 | 20260111_Prestreno_Aida_Y_Vuelta_Meridi... | Week 2 | 3,131 | 3,126 | 50.45% | 0.54% | 1.08% | 0.16% | 0.7% |
| Jan 16, 2026 | 20260116_Estreños_Ideal | Week 3 | 2,875 | 2,874 | 48.16% | 0.73% | 1.52% | 0.03% | 0.7% |
| Jan 16, 2026 | 20260116_Estreños | Week 3 | 276,352 | 275,647 | 44.93% | 0.79% | 1.73% | 0.26% | 0.59% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_Vialia... | Week 3 | 1,980 | 1,972 | 47.62% | 1.27% | 2.66% | 0.4% | 0.56% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_Merid... | Week 3 | 3,101 | 3,094 | 48.61% | 0.58% | 1.2% | 0.23% | 0.74% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_LaMa... | Week 3 | 5,582 | 5,565 | 49.7% | 0.9% | 1.81% | 0.3% | 0.61% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_Mega... | Week 3 | 1,463 | 1,460 | 44.52% | 0.89% | 2% | 0.21% | 0.62% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_IslaAz... | Week 3 | 1,963 | 1,966 | 45.5% | 0.26% | 0.56% | 0.36% | 0.31% |
| Jan 18, 2026 | 20260118_Prestreno_Aida_Y_Vuelta_Aida_Y... | Week 3 | 1,963 | 1,966 | 47.61% | 0.75% | 1.58% | 0.24% | 0.61% |

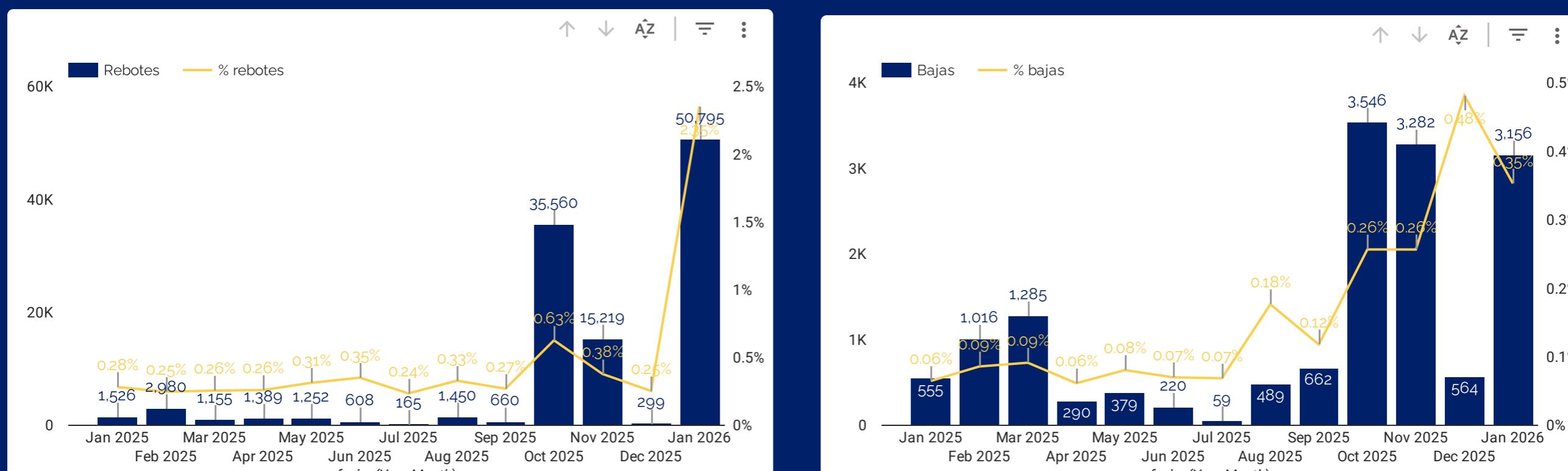
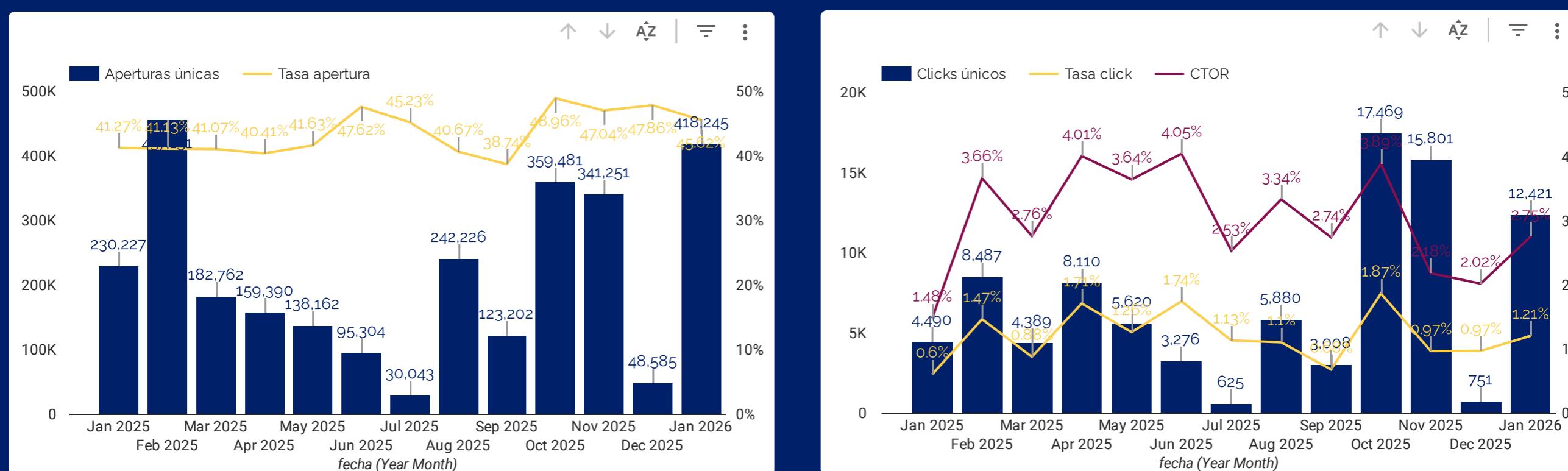
| | | | | | | | |
|-------------|-----------|-----------|--------|-------|-------|-------|-------|
| Grand total | 1,455,341 | 1,451,459 | 47.61% | 0.75% | 1.58% | 0.24% | 0.61% |
|-------------|-----------|-----------|--------|-------|-------|-------|-------|

No data

MÉTRICAS GENERALES

| | | | | | | | |
|---------------------------------|-----------------------------------|--------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|------------------------------|
| Enviados 875.136 + 750.7% | Entregados 824.341 + 703.7% | % rebotes 2.35% + 829.8% | % bajas 0.35% - 26.7% | Tasa apertura 45.62% + 4.7% | Tasa click 1.21% + 24.1% | CTOR 2.75% + 36.3% | Compras 1.539 + 816.1% |
|---------------------------------|-----------------------------------|--------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|------------------------------|

EVOLUTIVOS



No data

CAMPAÑAS

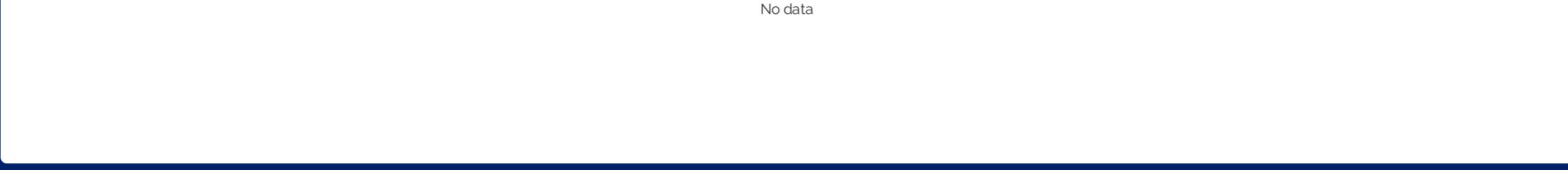
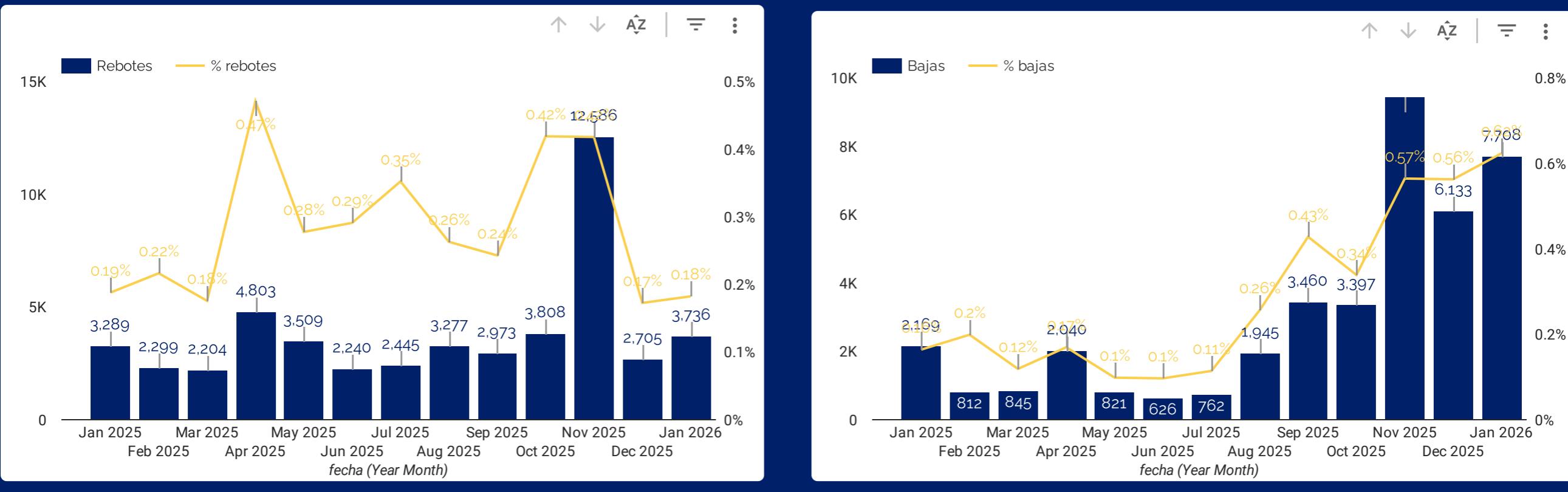
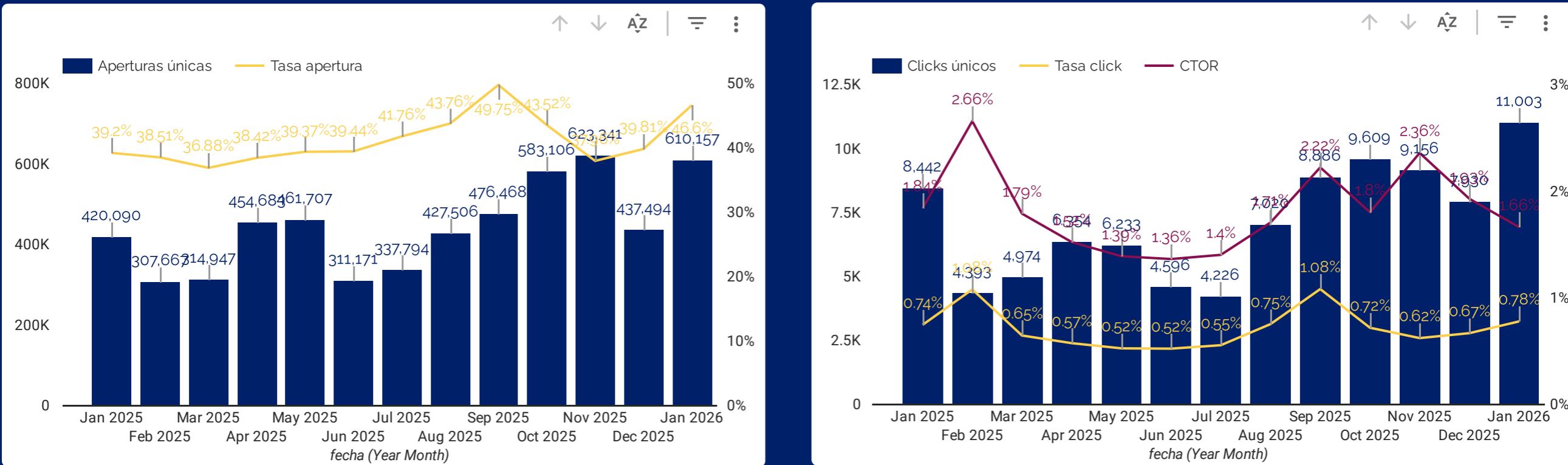
| Fecha de envío | Nombre creatividad | Semana | Enviados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|----------------|--|--------|----------|------------|---------------|------------|-------|-----------|---------|
| Jan 7, 2026 | 20260107_Promo_Pack_entrada_mas_men... | Week 2 | 1.235 | 1.235 | 47.21% | 1.21% | 2.57% | 0% | 0.57% |
| Jan 7, 2026 | 20260107_Promo_Pack_entrada_mas_men... | Week 2 | 11,764 | 11,716 | 49.49% | 1% | 2.02% | 0.41% | 0.48% |
| Jan 8, 2026 | 20260107_Promo_CuestadeEnero | Week 2 | 201,572 | 201,067 | 54.55% | 2.05% | 3.76% | 0.25% | 0.52% |
| Jan 10, 2026 | 20260110_Promo_Vuelve_Avatar | Week 2 | 19,609 | 19,548 | 36.59% | 3.02% | 8.25% | 0.31% | 0.34% |
| Jan 12, 2026 | 20260112_Promo_Día_del_espectador_Ber... | Week 3 | 1,228 | 1,225 | 45.71% | 0.82% | 1.79% | 0.24% | 0.33% |
| Jan 15, 2026 | 20260115_Promo_CuestadeEnero | Week 3 | 200,337 | 199,912 | 52.89% | 1.52% | 2.87% | 0.21% | 0.46% |
| Jan 17, 2026 | 20260117_Promo_Pack_entrada_mas_men... | Week 3 | 11,663 | 11,632 | 47.68% | 0.72% | 1.51% | 0.27% | 0.46% |
| Jan 17, 2026 | 20260117_Promo_Pack_entrada_mas_men... | Week 3 | 1,221 | 1,213 | 44.52% | 0.33% | 0.74% | 0.66% | 0.16% |
| Jan 19, 2026 | 20260119_Promo_Día_del_espectador_Ber... | Week 4 | 1,220 | 1,212 | 45.87% | 0.66% | 1.44% | 0.66% | 0.25% |
| Jan 22, 2026 | 20260122_Promo_CuestadeEnero | Week 4 | 199,273 | 150,121 | 52.69% | 1.25% | 2.38% | 24.67% | 0.44% |
| Jan 29, 2026 | 20260129_Promo_CuestadeEnero | Week 5 | 198,061 | 197,604 | 49.15% | 1.19% | 2.42% | 0.23% | 0.16% |
| Jan 31, 2026 | 20260131_Promo_Ciclo_Goya | Week 5 | 27,953 | 27,856 | 21.04% | 0.69% | 3.28% | 0.35% | 0.07% |

No data

MÉTRICAS GENERALES

| | | | | | | | |
|----------------------------------|------------------------------------|------------------------------|-----------------------------|-----------------------------------|--------------------------------|---------------------------|----------------------------|
| Enviados 1,399,011 ↑ 39.9% | Entregados 1,395,275 ↑ 39.9% | % rebotes 0.18% ↓ 5.6% | % bajas 0.62% ↑ 10.8% | Tasa apertura 46.60% ↑ 171% | Tasa click 0.78% ↑ 16.5% | CTOR 1.66% ↓ -13.8% | Compras 737 ↓ -30.3% |
|----------------------------------|------------------------------------|------------------------------|-----------------------------|-----------------------------------|--------------------------------|---------------------------|----------------------------|

EVOLUTIVOS



CAMPAÑAS

| Fecha de envío | Nombre creatividad | Semana | Envíados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|----------------|--------------------------------|--------|----------|------------|---------------|------------|-------|-----------|---------|
| Jan 1, 2026 | 20260101_Estrenos_Ideal | Week 1 | 2,950 | 2,946 | 51.63% | 0.85% | 1.64% | 0.14% | 0.92% |
| Jan 1, 2026 | 20260101_Estrenos | Week 1 | 279,828 | 278,899 | 47.51% | 1.11% | 2.34% | 0.33% | 0.79% |
| Jan 7, 2026 | 20260107_Estrenos_Rentalfamily | Week 2 | 2,588 | 2,586 | 51.43% | 0.73% | 1.43% | 0.08% | 0.5% |
| Jan 9, 2026 | 20260109_Estrenos | Week 2 | 278,100 | 277,312 | 47.11% | 0.85% | 1.8% | 0.28% | 0.71% |
| Jan 9, 2026 | 20260109_Estrenos_Ideal | Week 2 | 2,915 | 2,911 | 51.73% | 0.96% | 1.86% | 0.14% | 1.31% |
| Jan 16, 2026 | 20260116_Estrenos | Week 3 | 276,352 | 275,647 | 44.93% | 0.78% | 1.73% | 0.26% | 0.59% |
| Jan 16, 2026 | 20260116_Estrenos_Ideal | Week 3 | 2,875 | 2,874 | 48.16% | 0.73% | 1.52% | 0.03% | 0.7% |
| Jan 23, 2026 | 20260123_Estrenos_Ideal | Week 4 | 2,852 | 2,849 | 48.86% | 0.77% | 1.58% | 0.11% | 0.53% |
| Jan 23, 2026 | 20260123_Estrenos | Week 4 | 274,721 | 274,075 | 41.41% | 0.65% | 1.58% | 0.24% | 0.45% |
| Jan 30, 2026 | 20260130_Estrenos_Ideal | Week 5 | 2,818 | 2,813 | 42.66% | 0.57% | 1.33% | 0.18% | 0.18% |
| Jan 30, 2026 | 20260130_Estrenos | Week 5 | 273,012 | 272,363 | 37.2% | 0.54% | 1.46% | 0.24% | 0.21% |

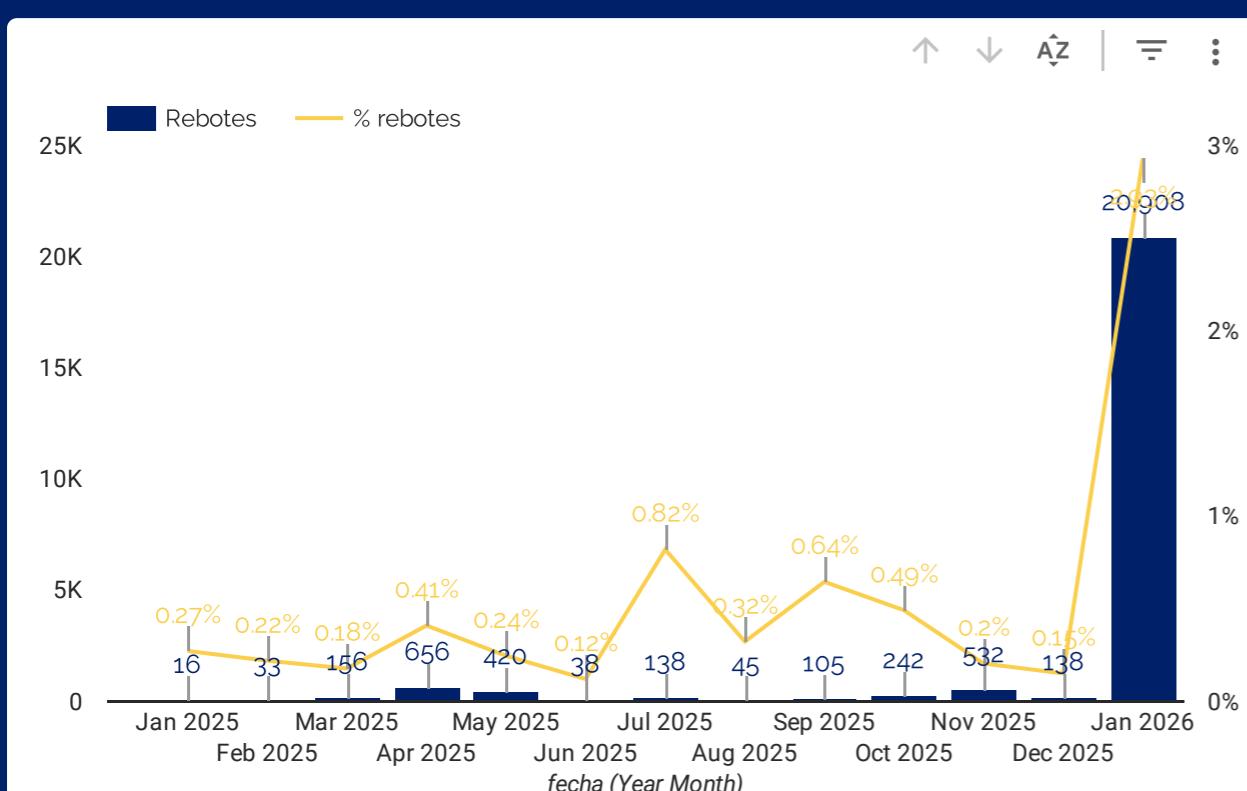
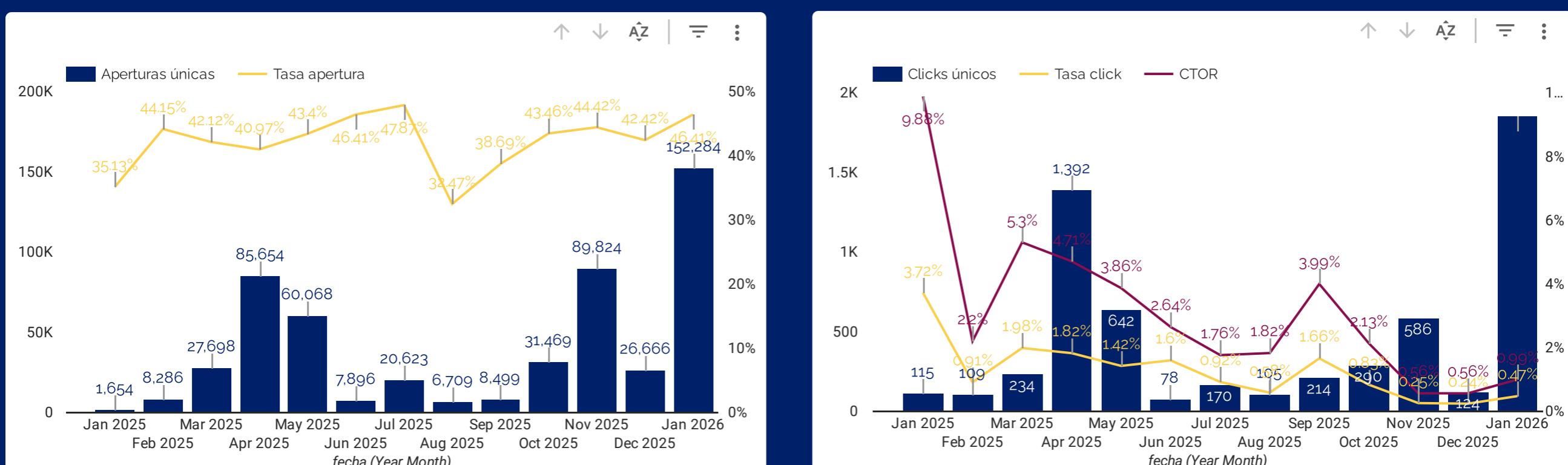
Grand total 1,399,011 1,395,275 46.6% 0.78% 1.66% 0.18% 0.62%

No data

MÉTRICAS GENERALES

| | | | | | | | |
|---------------------------------|-----------------------------------|----------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|----------------------------|
| Enviados 353.330 ↑ 450.1% | Entregados 332.422 ↑ 418.6% | % rebotes 2.93% ↓ 1.858.6% | % bajas 0.40% ↓ 25.0% | Tasa apertura 46.41% ↓ 9.4% | Tasa click 0.47% ↓ 99.7% | CTOR 0.99% ↓ 77.6% | Compras 165 ↓ 816.7% |
|---------------------------------|-----------------------------------|----------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|----------------------------|

EVOLUTIVOS



No data

CAMPAÑAS

| Fecha de envío | Nombre creatividad | Semana | Enviados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|----------------|--|--------|----------|------------|---------------|------------|-------|-----------|---------|
| Jan 6, 2026 | 20260106_MQC_opera_II_Puritani_directo | Week 2 | 48.027 | 47.876 | 41.75% | 0.19% | 0.46% | 0.31% | 0.54% |
| Jan 6, 2026 | 20260106_MQC_opera_II_Puritani_hibrido | Week 2 | 7.966 | 7.949 | 48.09% | 0.34% | 0.71% | 0.21% | 0.75% |
| Jan 12, 2026 | 20260112_MQC_Studio_Ghibli | Week 3 | 100.759 | 100.487 | 49.91% | 0.99% | 1.99% | 0.27% | 0.65% |
| Jan 17, 2026 | 20260117_MQC_opera_I_Puritani_Grabado | Week 3 | 2.390 | 2.384 | 41.69% | 0.34% | 0.8% | 0.25% | 0.29% |
| Jan 22, 2026 | 20260122_MQC_Studio_Ghibli_Chihiro | Week 4 | 92.246 | 72.045 | 46.51% | 0.48% | 1.04% | 21.9% | 0.47% |
| Jan 27, 2026 | 20260127_MQC_Saga_After | Week 5 | 2.068 | 2.065 | 47.07% | 0.39% | 0.82% | 0.15% | 0.1% |
| Jan 28, 2026 | 20260128_MQC_Hombre_Bala | Week 5 | 2.648 | 2.646 | 53.51% | 0.68% | 1.27% | 0.08% | 0.19% |
| Jan 29, 2026 | 20260129_MQC_Studio_Ghibli_Princesa_M... | Week 5 | 97.226 | 96.970 | 42.72% | 0.37% | 0.86% | 0.26% | 0.23% |

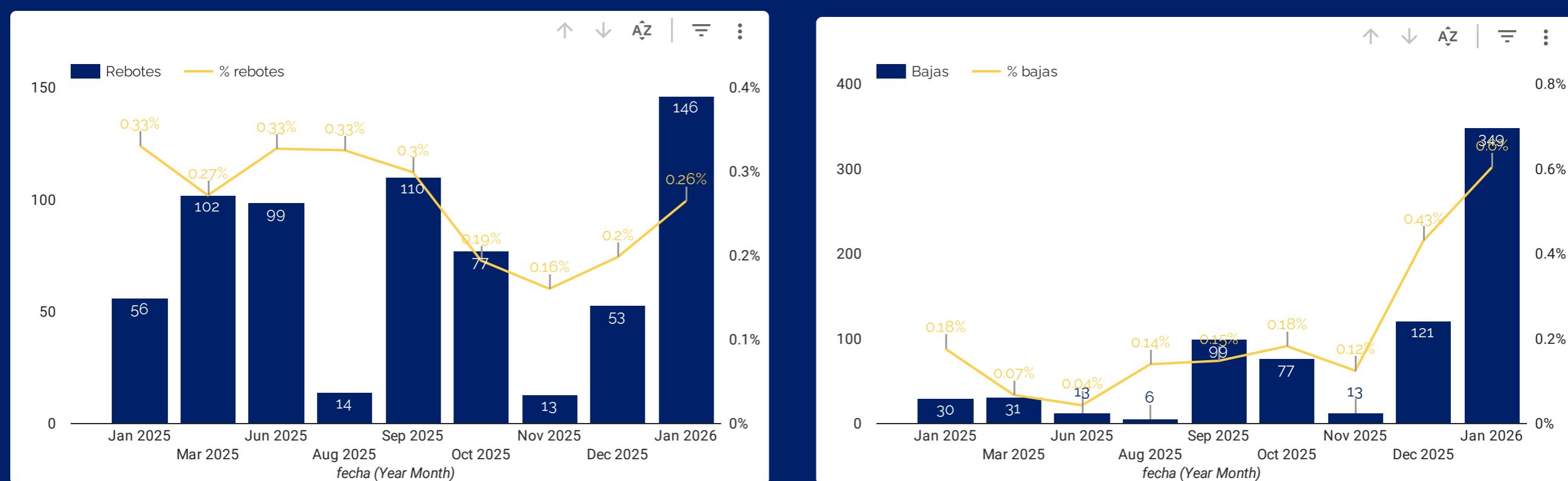
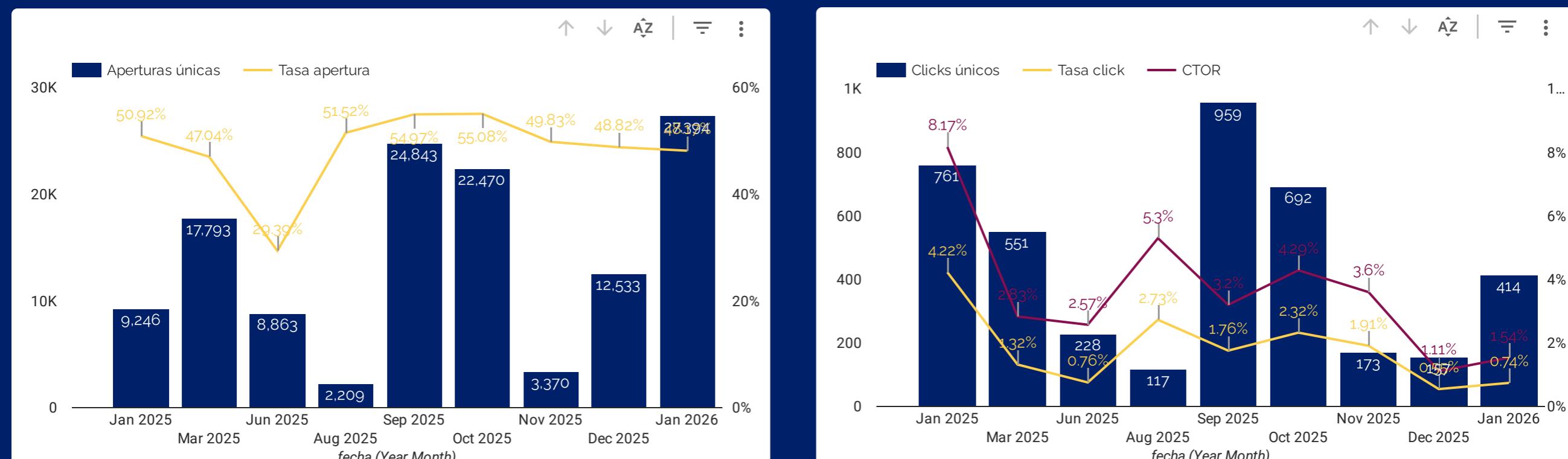
Grand total 353.330 332.422 46.41% 0.47% 0.99% 2.93% 0.4%

No data

MÉTRICAS GENERALES

| | | | | | | | |
|-------------------------------|---------------------------------|-------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|--------------------------|
| Enviados 56,330 ⬆ 1174% | Entregados 56,184 ⬆ 1173% | % rebotes 0.26% ⬆ 33.7% | % bajas 0.60% ⬆ 40.0% | Tasa apertura 48.17% ⬇ -13% | Tasa click 0.74% ⬆ 35.4% | CTOR 1.54% ⬆ 38.1% | Compras 37 ⬆ 12.1% |
|-------------------------------|---------------------------------|-------------------------------|-----------------------------|-----------------------------------|--------------------------------|--------------------------|--------------------------|

EVOLUTIVOS



No data

CAMPAÑAS

| Fecha de envío | Nombre creatividad | Semana | Enviados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|----------------|---|--------|----------|------------|---------------|------------|-------|-----------|---------|
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_Merc... | Week 2 | 3,154 | 3,147 | 48.68% | 0.7% | 1.44% | 0.22% | 0.86% |
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_Mega... | Week 2 | 1,473 | 1,468 | 45.98% | 0.95% | 2.07% | 0.34% | 0.41% |
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_Espac... | Week 2 | 2,017 | 2,012 | 48.76% | 1.09% | 2.24% | 0.25% | 1.39% |
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_IslaAz... | Week 2 | 1,977 | 1,967 | 48.5% | 0.81% | 1.68% | 0.51% | 0.41% |
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_Vialia... | Week 2 | 1,996 | 1,990 | 48.84% | 1.21% | 2.47% | 0.3% | 0.7% |
| Jan 11, 2026 | 20260111_Preestreno_Aida_Y_Vuelta_LaMa... | Week 2 | 5,652 | 5,637 | 50.9% | 0.98% | 1.92% | 0.27% | 0.8% |
| Grand total | | | 56,330 | 56,184 | 48.17% | 0.74% | 1.54% | 0.26% | 0.6% |

No data

Campaña

Nombre creatividad

MÉTRICAS GENERALES

| Campaña | Creatividad | Envíados | Entregados | Tasa apertura | Tasa click | CTOR | % rebotes | % bajas |
|--------------------|-------------|----------|------------|---------------|------------|--------|-----------|---------|
| Auto - Bienvenida | 1 | 12.842 | 12.601 | 53.89% | 9.55% | 17.67% | 2.17% | 0.79% |
| Auto - Cumple | 2 | 64.607 | 54.373 | 33.26% | 5.58% | 16.76% | 20.87% | 0.54% |
| Auto - Dormidos | 1 | 492.455 | 460.953 | 28.69% | 0.62% | 2.14% | 5.31% | 0.33% |
| Auto - Post Compra | 2 | 97.732 | 89.943 | 53.45% | 0.86% | 1.62% | 7.52% | 0.22% |
| Grand total | 6 | 667.636 | 617.870 | 46.98% | 2.85% | 5.65% | 5.96% | 0.38% |

No data

EVOLUTIVOS



No data