



Streaming Competitor Email Analysis

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Introduction

Using personal emails, we were able to collect and analyze the types of emails Hulu and Netflix sent and at what rate they would send them.

Emails are highlighted to group recurring email types and red arrows mark what emails are specific to the user's watch history.



Watch Data Email Collection- Netflix

Type of Joel's Emails	# of Emails	Day of the Week	# of Days between sends
Top Suggestions	3	Sunday, Wednesday, Sunday	3 then 39 days
Netflix Tonight?	2	Monday and Tuesday	43 days
Enjoying _____?	2	Friday and Friday	42 days
Don't forget to finish ____	2	Wednesday and Friday	23 days
Joel we just added a TV show/ Movie you might like	3	Sunday, Monday and Tuesday	15 then 5 days



Joel's Netflix Emails	Day of the Week	Date	Subject Line
	Sunday	6/14	Top Suggestions for Joel
	Monday	6/15	Netflix Tonight?
	Tuesday	6/16	Joel, F is for Family Season 4 is now on Netflix
	Wednesday	6/17	Top Suggestions for Joel
	Friday	6/26	New Sign in to your account
	Friday	6/26	Relive the Best moments from titles you've watched
	Friday	6/26	Enjoying Avatar: The Last Airbender?
	Wednesday	7/15	Don't forget to finish Avatar: The Last Airbender
	Wednesday	7/15	Enjoyed it?
	Monday	7/20	Joel, we just added a TV show you might like
	Sunday	7/26	Top Suggestions for Joel
	Tuesday	7/28	Netflix Tonight?
	Wednesday	7/29	Coming Friday, July 31st...The Umbrella Academy Season 2
	Tuesday	8/4	Joel, The Umbrella Academy Season 2 is now on Netflix
	Tuesday	8/4	Joel, we just added a TV show you might like
	Friday	8/7	Enjoying Avatar: The Last Airbender?
	Friday	8/7	Don't Forget to finish The Umbrella Academy
	Friday	8/7	Remember this?
	Sunday	8/9	Joel, we just added a TV show you might like
	Sunday	8/9	What's playing next, Joel?
	Thursday	8/13	Coming Friday, August 14th...Project Power
	Friday	8/14	Relive the Best moments from titles you've watched
	Friday	8/14	Joel, what are people watching in your area?





Watch Data Email Collection - Netflix

Type of Dena's Emails	# of Emails	Day of the Week	# of Days between emails sent
Dena, we just added a movie/TV show you might like	11	Fri. Mon. Tues. Fri. Mon. Sun. Thurs. Sat. Sat. Mon. & Friday	3→1→3→11→24→4 →2 → 2 → 4
Top Suggestions for Dena	4	Fri. Tues. Mon. & Sat.	4→20 →12
What's playing next, Dena?	4	Sat. Wed. Sat. Tues.	18 → 3 → 3
Netflix Tonight?	3	Sun. Tues. & Sun.	9 → 12
Dena, what are people watching in your area?	3	Mon. Sat. & Mon.	5 → 23
Don't forget to finish _X_	3	Mon. Mon & Fri.	28 → 4
New Arrival	4	Sun. Sun. Thurs. Thurs. (same days)	0 → 18

Dena's Netflix Emails	Day of the Week	Date	Subject Line	
	Friday	7/24	Friday Morning: A more accessible world	
	Friday	7/24	"Netflix scraps upcoming Chris D'Elia prank show" Moment	
	Friday	7/24	Dena, we just added a movie might like	
	Friday	7/24	Top suggestions for Dena	←
	Monday	7/27	Dena, we just added a docuseries you might like	
	Tuesday	7/28	Top suggestions for Dena	←
	Tuesday	7/28	Dena, we just added a movie might like	
	Friday	7/31	Dena, we just added a TV show you might like	
	Friday	7/31	Dena, The Umbrella Academy Season 2 is now on Netflix	
	Saturday	8/1	What's playing next, Dena?	
	Thursday	8/6	Enjoying Shameless (U.S.)?	←
	Saturday	8/8	"Island nation Mauritius declares a state of environmental emergency	
	Sunday	8/9	Netflix Tonight?	
	Monday	8/10	Dena, what are people watching in your area?	
	Monday	8/10	Don't forget to finish In the Dark	←
	Monday	8/10	Dena, we just added a movie you might like	
	Saturday	8/15	Dena, what are people watching in your area?	
	Sunday	8/16	New Arrival - Teenage Bounty Hungers is no..	
	Sunday	8/16	New Arrival - Project Power is now on Netflix	
	Monday	8/17	Top Suggestions for Dena	←
	Tuesday	8/18	Netflix Tonight?	
	Wednesday	8/19	What's playing next, Dena?	
	Friday	8/21	Dena, Lucifer Season 5 is now on Netflix	

🌟 NEW from: Millie Bobby Brown, Henry Cavill and Sam Claflin

Saturday	8/22	What's playing next, Dena?	
Sunday	8/23	Dena, we just added a movie you might like	
Monday	8/24	Coming Wednesday, August 26th...Million Dollar Beach House	
Tuesday	8/25	What's playing next, Dena?	
Thursday	8/27	Dena, we just added a TV show you might like	
Saturday	8/29	Dena, we just added a movie you might like	
Saturday	8/29	Dena, we just added a TV show you might like	
Saturday	8/29	Top Suggestions for Dena	←
Sunday	8/30	Netflix Tonight?	
Monday	8/31	Dena, we just added a TV show you might like	
Thursday	9/3	New Arrival- Love, Guaranteed is now on Netflix	
Thursday	9/3	New Arrival- Sister, Sister is now on Netflix	
Friday	9/4	Dena, We just added a TV show you might like	
Monday	9/7	Dena, what are people watching in your area?	
Monday	9/7	Don't forget to finish Trinkets	←
Friday	9/11	Dont forget to finish The Last Dance	←
Friday	9/11	Worth another watch	



Watch Data Collection- Hulu Emails

Type of Emails	# of Emails	Days of the Week	# of Days b/w emails sent
Hulu Content announcement	8	Fri, Thurs, Wed, Fri, Thurs, Sun, Fri, Mon,	13→20→30→20 → 10 → 5 → 3
Personalized Selection	3	Sat, Sat, & Sun.	About once a month
Current Events related	4	Tues, Fri, Sat, & Wed.	Attached to specific holidays/current events
Hulu announcements	10	Thurs, Wed, Thurs, Wed, Fri, Mon, Tues, Wed, Thurs, Mon, Tues, Sat.	6→ 22 →34 → 2 → 3 → 1→ 1 → 1 → 18 → 22 → 4
Monthly Update	2	Sun, Mon.	One in May and One in August
"Thanks" Email	3	Sun, Wed, & Tues.	11→ 20
Disney+ related	4	Fri, Sat, Fri.	28 → 23 → 13



Hulu	Day	Date	Event	Arrow
	Friday	05/15	New Hulu Original "The Great" is Here	
	Saturday	05/16	Dena, We Picked These Shows Just for You	←
	Tuesday	05/19	Asian Actors are Taking the Lead	
	Thursday	05/21	Organzie Your TV with My Stuff	
	Wednesday	05/27	Sign Up For Hulu with HBO Max	
	Thursday	05/28	Stream the Entire Season of 'Mrs. America'	
	Sunday	05/31	Dena, See What's New on Hulu for May	
	Sunday	05/31	Thanks for Being A Fan of Great TV	
	Wednesday	06/10	Cheers to You!	
	Wednesday	06/17	New Hulu Original: 'Love, Victor'	
	Thursday	06/18	What's Trending on Hulu	
	Friday	06/19	Reflecting on Juneteenth	
	Friday	06/26	Dena, Looking for Plans This Weekend?	
	Saturday	06/27	You're Invited to PrideFest!	
	Tuesday	06/30	Thanks for Being A Fan of Great TV	
	Friday	07/03	Hamilton Now Streaming on Disney+ Sign up for the Disney bundle	
	Thursday	07/16	Old Favorites Are the Best	
	Friday	07/17	Now Streaming: 'We Are Freestyle Love Supreme'	
	Wednesday	07/22	STARZ Hit Movies You Got to Stream	
	Friday	07/24	Hulu Summer Movie Night is Here	
	Saturday	07/25	Dena, Shows Picked Just For You	←

Monday	07/27	Join Us For Hulu's 1st Ever British Binge- Cation
Tuesday	07/28	It's Official Hulu's Emmy Nominations Are In!
Wednesday	07/29	Say Hello to New Shows and Movies on Hulu
Thursday	07/30	Upgraded Hulu is here, enjoy the view.
Friday	07/31	Beyonce's New Visual Album- Exclusively on Disney+
Thursday	08/06	Craving the Food On " Taste The Nation"?
Friday	08/07	We're Watching Movies This Weekend. How About You?
Friday	08/14	Things Are Getting Hot on Hulu Summer Movie Night
Sunday	08/16	Get Excited About 'Lovecraft Country'
Monday	08/17	Don't Forget Your Unwatched Stuff
Friday	08/21	New Season. New Reason to Dance
Saturday	08/22	Get Disney+ and ESPN+ for Just \$7/month More
Sunday	08/23	Dena, Shows Picked Just For You
Monday	08/24	Love in Time of Corona' Now on Hulu
Wednesday	08/26	Celebrate Women's Equality Day on Hulu
Monday	08/31	Dena, Look What August Dragged In
Friday	09/04	Stream 'Mulan' Now with The Disney Bundle
Tuesday	09/08	Introducing 'This is How U Hulu' Feat. Brad Hall
Saturday	09/12	Personalize you Hulu with Brad Hall

