

# Pure Flix Portfolio

Abby McCann

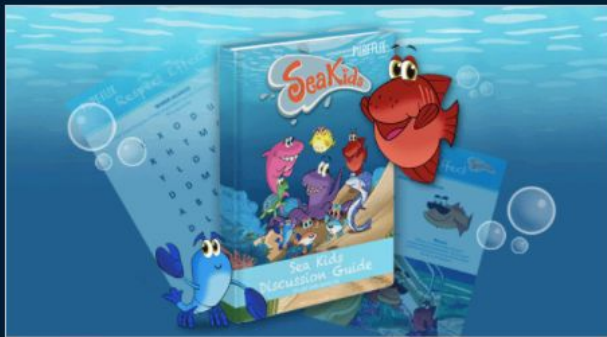
# Marketing Operations Internship

July 2020-October 2020

- Gated Offers- Landing Pages, Emails
- Email Campaigns
- Persona Segmentation Lists
- Website Content Management
- Survey Monkey

# “Sea Kids” Discussion Guide

Gated Offer



## SEA KIDS DISCUSSION GUIDE

## HI PURE FLIX FAN,

Thank you for downloading your Sea Kids Discussion Guide.

This Discussion Guide includes:

- Key Bible verses and Sea Kids episode lessons
- Questions to explore together
- Activities to share together

We hope you enjoy your exclusive Sea Kids Discussion Guide!

[VIEW GUIDE](#)

Preview [Sea Kids Series trailer](#) and for full access to the episodes featured in your movie guide, [click here](#).



## DOWNLOAD FREE SEA KIDS SEASON 1 DISCUSSION GUIDE!

Discuss Season 1 episodes with your children and help them grow in Christ!

This learning activity guide is designed for parents and children to work through together, reinforcing concepts from the animated series and helping your child deepen their faith.

Watch together, Read together, Play together. Discover:

- Episode Discussion Guides for Season 1
- Educational Bible messages for your children
- Questions to explore together
- Printable word searches and more

Children will be more excited than ever about following Jesus, learning more about Him and showing His love to the people around them while enjoying each episode.

Discover this popular Christian kids TV series with your children- Exclusively on Pure Flix.



Download a Free Discussion Guide!

First Name \*

Last Name \*

Email \*

Email must be formatted correctly.

What type of movies do you prefer?

Modern movies and TV shows for movie

DOWNLOAD



By subscribing you agree to our [privacy policy](#).

# THANK YOU FOR DOWNLOADING!



We hope you enjoy your Sea Kids Discussion Guide!

Using your Sea Kids Discussion Guide, you and your family can gain a fresh perspective on putting your child's growing faith into action each and every day!

Make sure to watch the Sea Kids animated series that goes with the Discussion Guide on [Pure Flix](#) with a [Free Trial](#).

[VIEW GUIDE](#)

You will also receive an email shortly with a link to the Discussion Guide.

Interested in watching more?

Sign up for a FREE trial.

[MOST WATCHED MOVIES ▶](#)

[INSPIRATIONAL MOVIE GUIDE](#)

Share this with your friends:



# “Do You Believe?” Discussion Guide

Gated Offer

DO YOU BELIEVE?



## FREE 'DO YOU BELIEVE?' MOVIE DISCUSSION GUIDE DOWNLOAD

Experience The Power of The Cross in This Movie Discussion Guide

'Do You Believe?' inspires all who watch it to put their faith into action. After watching the movie, take out the discussion guide and find out what putting faith into action means to you and your loved ones.

Watch together. Discuss together. Inspire together. Discover:

- Movie Synopsis
- Movie Discussion topics
- Scriptures for Discussion
- Questions to explore together

Discover this original Pure Flix movie with your friends and family!



Download Free Discussion Guide!

First Name \*

Last Name \*

Email \*

Email must be formatted correctly.

What best represents your favorite type of movie?

Modern movies and TV shows for movie

DOWNLOAD GUIDE ▶

By subscribing you agree to our [privacy policy](#).

DO YOU BELIEVE?



DO YOU BELIEVE? MOVIE DISCUSSION

HI PURE FLIX FAN,

Thank you for downloading the 'Do You Believe?' Movie Discussion Guide.

This Discussion Guide includes:

- Movie Synopsis
- Movie Discussion topics
- Scriptures for Discussion
- Reflection Questions

We hope you enjoy your exclusive Do You Believe? Discussion Guide!

VIEW GUIDE

Watch the Do You Believe? trailer and for full access to the movie, [click here.](#)

PURE FLIX PRESENTS  
GET THE GOD'S NOT DEAD 2  
DEVOTIONAL EBOOK



DOWNLOAD YOUR COPY ▶



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Pure Flix / God's Not Dead Foundation

18940 N. Pima Road, Suite 110 | Scottsdale, AZ 85255 | United States

This message was sent to **email** because you are signed up for Resources. Please do not respond to this email address. If you would like to contact Pure Flix, please visit [Customer Support](#).

[Update Email Preferences](#) | [Unsubscribe From All Emails](#)

# “77 Chances” Discussion Guide

Gated Offer





## 77 CHANCES MOVIE DISCUSSION

## HI PURE FLIX FAN,

Thank you for downloading the '77 Chances' Movie Discussion Guide.

With this romantic, [Christian movie discussion guide](#), reflect on key messages with your friends and family with your discussion guide.

In this guide you'll learn:

- Message Topics
  - Forgiveness
  - Knowing God
  - Dating
  - Character
- Scriptures for discussion
- Reflection Questions

[View Discussion Guide](#)

Watch the [trailer](#) and for full access to the movie, [click here](#).

PURE FLIX PRESENTS  
GET THE GOD'S NOT DEAD 2  
DEVOTIONAL EBOOK



[DOWNLOAD YOUR COPY ►](#)



## FREE '77 CHANCES' MOVIE DISCUSSION GUIDE DOWNLOAD

What would you do if you got to redo a day?

Discover the power of second chances in '77 Chances!' With this romantic, Christian movie discussion guide, reflect on key messages with your friends and family with your discussion guide.

In this guide you'll learn:

- Message Topics
  - Forgiveness
  - Knowing God
  - Dating
  - Character
- Scriptures for discussion
- Questions to explore together

Watch and discuss this uplifting, exclusive Pure Flix movie.



Download Free Discussion Guide!

First Name \*

Abby

Last Name \*

M

Email \*

abby.mccann@pureflix.com

What best represents your favorite type of movie?

Modern movies and TV shows for movie

[DOWNLOAD GUIDE ►](#)

By subscribing you agree to our [privacy policy](#).

# “The Redemption of Henry Myers” Discussion Guide

Gated Offer



THE REDEMPTION OF HENRY MYERS MOVIE DISCUSSION

HI PURE FLIX FAN,

Thank you for downloading 'The Redemption of Henry Myers' Movie Discussion Guide.

With this western, [Christian movie discussion guide](#), reflect on key messages of the film with your friends and family.

In this guide you'll find:

- Message Topics
  - Change
  - Forces of Evil
  - Kindness to others
  - Powers of the Law, Grace and Mercy
- Scriptures for discussion
- Reflection Questions

[VIEW GUIDE](#)

Watch the [trailer](#) and for full access to the movie, [click here](#).

PURE FLIX PRESENTS  
GET THE GOD'S NOT DEAD 2  
DEVOTIONAL EBOOK



[DOWNLOAD YOUR COPY ▶](#)



## FREE 'THE REDEMPTION OF HENRY MYERS' MOVIE DISCUSSION GUIDE

Follow the thrilling story of Henry Myers and discover what it means to be to seek redemption.

In this thrilling western movie, follow cowboy Henry Myers as he tries to escape the horrors of his past by seeking a new way of life that is both honoring to God and his heart.

In this discussion guide you will find:

- Message Topics
  - Change
  - Forces of Evil
  - The Power of Hospitality
  - Works of the Law, Mercy and Grace
- Scriptures for discussion
- Questions to explore together

A great discussion guide to share with your friends and family!



Download Your Free Guide Here!

First Name \*

Abby

Last Name \*

M

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abby.mccann@pureflix.com

What best represents your favorite type of movie?

Modern movies and TV shows for mo

[DOWNLOAD GUIDE ▶](#)

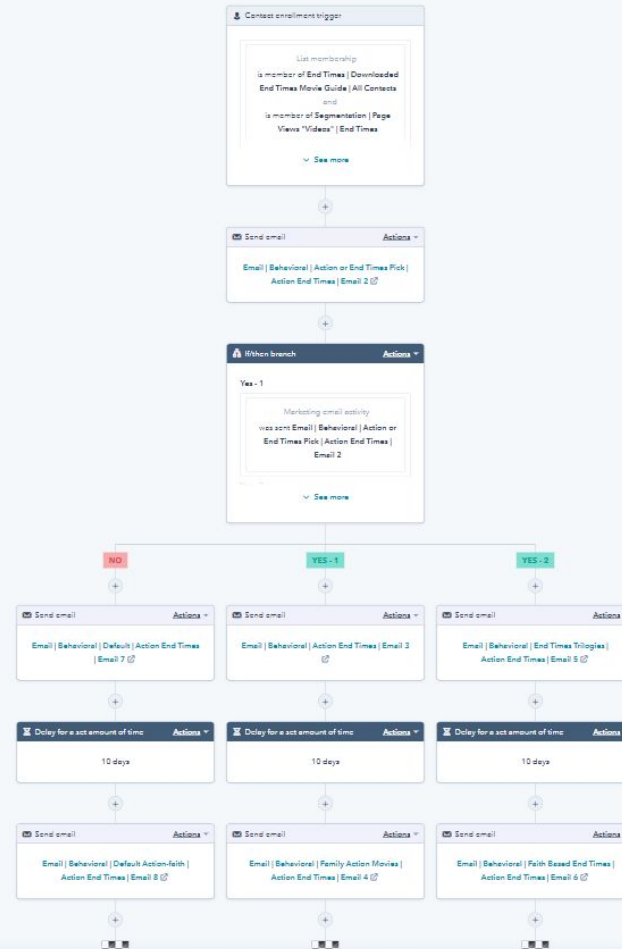
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# Email Workflow Creation

# Action End Times\*

This workflow engages with contacts that have been entered into the End Times workflow. Based on the contact's engagement with the emails, they will receive emails specific to their Lifecycle stage and personal preferences.

\*This workflow is not active yet.



Sent to 7

Open rate 57.1% ⓘ



Unique opens 4

Total opens 15

DESKTOP 0% MOBILE 0%

Click rate 0% ⓘ



Click-through rate 0% ⓘ

Unique clicks 0

Total clicks 0

DESKTOP 0% MOBILE 0%

## Emails in workflow

Last 3 months ▾ View as: Rates ▾

NAME ⓘ	SKIPPED ⓘ	SENT ⓘ	DELIVERED ⓘ	OPENED ⓘ	CLICKED ⓘ	PERFORMANCE ⓘ
<a href="#">Workflow   Sea Kids Discussion Guide   All Lifecycle Stages   1st Email - Thank You Email</a> ↗	0%	100%	100%	57.14%	0%	● Low clicks, high opens
<a href="#">Workflow   Sea Kids Discussion Guide   Leads, MQLs, Opportunity   2nd Email - Check-in Email A</a> ↗	0%	0%	0%	0%	0%	● Low clicks, low opens

# Behavioral Campaign

Romantic, Inspirational and Family Quality Pure Flix  
Content



FEATURED ROMANTIC MOVIE PREVIEW

MIDWAY TO LOVE

When Dr. Rachel goes back to her hometown for vacation, she unexpectedly runs into her high school sweetheart, Mitchell. As forgotten feelings re-emerge, Rachel must decide what it is that truly makes her happy.

WATCH TRAILER

OTHER POPULAR TRAILERS TO WATCH



FEATURED INSPIRATIONAL MOVIE PREVIEW

THE MIGHTY MACS

Inspired by a true story, Cathy Rush becomes the head basketball coach at an all-girls Catholic college. With no gym, no uniforms, and no support, Rush goes against all odds as she steers her team to their first national championship.

WATCH TRAILER

OTHER POPULAR TRAILERS TO WATCH



FEATURED FAMILY MOVIE

RAISING IZZIE

Gertie and Izzy are sisters living on their own until their teacher, Mrs. Freeman, welcomes them to her home. See how love, struggle and triumph bring them together to become a family.

WATCH TRAILER

OTHER POPULAR TRAILERS TO WATCH





# Retargeting Campaign

## Searching For New Prayers?

Here are 6 [Prayer Lists](#) for Different Occasions.

By opening yourself up to God, start to build a relationship with Him and continue to see Him transform your life. Check out the [Pure Flix Insider](#) for more uplifting content for you and your loved ones.

### TURN YOUR WORRIES INTO PRAYER



PURE FLIX FRIEND, START YOUR FREE TRIAL TODAY ▶

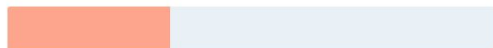


[Update Email Preferences](#) | [Unsubscribe From All Emails](#)

[Streaming](#) | [Mission](#) | [Donate](#) | [Blog](#) | [Podcast](#) | [Privacy](#)

Sent to 6,291

Open rate 33.2%



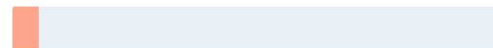
Unique opens 2085

Total opens 4211

DESKTOP 49% MOBILE 51%

Click rate 5.5%

Click-through rate 16.5%



Unique clicks 344

Total clicks 517

DESKTOP 47% MOBILE 53%

## Top Metrics

TOTAL UNIQUE CONTACTS ENROLLED

7,423

ACTIVE CONTACTS

18

## Looking For the Right Bible Verse?

Here are 6 [Bible Verse Lists](#) for Different Occasions.

Not what you are looking for? Check out the [Pure Flix Insider](#) and see what's trending, [news](#), [lifestyle](#), [prayer](#), [movies](#) and [more!](#)

### SCRIPTURE FOR PURE FLIX FRIEND



Sent to 3,007

Open rate 34.2% ⓘ



Unique opens 1028

Total opens 2405

ⓘ DESKTOP 52% MOBILE 48%

Click rate 7.7% ⓘ

Click-through rate 22.6% ⓘ



Unique clicks 232

Total clicks 338

ⓘ DESKTOP 44% MOBILE 56%

# Cataloging Email Click Rates

Every week, I would log the click rates of each email that was sent 7 days prior. This data would help us plan what title or featured content were successful and which were not.



# Highest Fatigue Email Campaign

For inactive customers of 3, 6 or 8 months.

Like any loving relationship, a hug  
([email click](#)) is always appreciated.

**Faith and family values are a part of every  
relationship - [Pure Flix](#) is no different.**

Together let's [support each other](#) with love and God's inspiring  
messages. To ensure a strong relationship, please take a few minutes  
to [update your email preferences](#).

See what [you have missed](#) by watching or reading the [latest news!](#)

Thinking of you,  
The Pure Flix Team

[Start Your Free Trial Today ▶](#)



ALL THINGS ARE POSSIBLE (MARK 9:23)

## It's a Small Miracle!

It's been six months since you've looked at Pure Flix's emails. Would you still like to receive emails about [new movies and shows](#) plus [exclusive content](#)?

[Update Email Preferences](#)

Pure Flix strives to give you entertainment and news that is relevant to you, your interests and your faith. Want more Pure Flix? Stay connected with [new podcast episodes](#) and the [latest faith and family reading](#)!

Blessings,  
The Pure Flix Team

[Start Your Free Trial Today ▶](#)

## Hello Pure Flix Friend,

You've missed out on so much!

It's been eight months, since you've engaged on email. And, **Pure Flix** has exciting **new shows and movies weekly**.

As your friend, we would love to stay connected through email. Please let us know by updating your email preferences.

Want to stay in the know? Discover more of Pure Flix through the Pure Flix [Podcast](#) or [blog articles](#).

[Update Email Preferences](#)

Come Back To Us Soon,  
The Pure Flix Team

[Start Your Free Trial Today ▶](#)





## Top Metrics

TOTAL UNIQUE CONTACTS ENROLLED

150,292

ACTIVE CONTACTS

118,993

### Emails in workflow

Last 3 months ▾ View as: Rates ▾

NAME ↕	SKIPPED 📊	SENT 📊	DELIVERED 📊	OPENED 📊	CLICKED 📊	PERFORMANCE 📊
<a href="#">Workflow   Awake   Highest Fatigue 3 Month Email V2</a> ↗	19.99%	80.01%	99.88%	6.53%	0.35%	● Low clicks, low opens
<a href="#">Workflow   Awake   Highest Fatigue 6 Month Email</a> ↗	0%	0%	0%	0%	0%	● Low clicks, low opens
<a href="#">Workflow   Awake   Highest Fatigue 8 Month Email</a> ↗	0%	0%	0%	0%	0%	● Low clicks, low opens

\*Data as of Oct. 2020, workflow not complete yet

# “Web Engage” Campaign

For Customers, Leads, MQL's and SQL's



## Hello Pure Flix Friend,

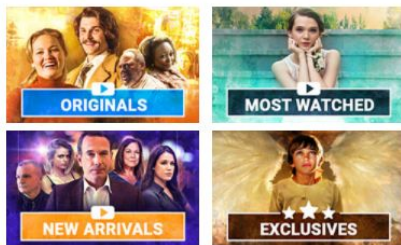
Find out why more and more families are turning to [Pure Flix](#) for their streaming entertainment with a [free 7-day trial](#).

Pure Flix strives to bring you content that is not only entertaining, but also [family-friendly](#) and [faith oriented](#).

With your continued involvement with Pure Flix, you are a [part of the movement](#) to influence culture for Christ through entertainment.

START TRIAL

### POPULAR MOVIES TO WATCH



PURE FLIX FRIEND, START YOUR FREE TRIAL TODAY!



## Pure Flix Friend, thank you for your continued membership and support of the [mission](#).

Pure Flix strives to bring you content that is not only entertaining, but also [family-friendly](#) and [faith oriented](#).

With your continued involvement with Pure Flix, you are a [part of the movement](#) to influence culture for Christ through entertainment.

**Want to stay in the know?** Look for more Pure Flix [news](#) and [arrivals](#).

FEATURED MOVIES

### POPULAR MOVIES TO WATCH



PURE FLIX FRIEND, VIEW MORE FAITH AND FAMILY MOVIES ►



## Hello Pure Flix Friend,

Find out why more and more families are turning to [Pure Flix](#) for their streaming entertainment with a [free 7-day trial](#).

Pure Flix strives to bring you content that is not only entertaining, but also [family-friendly](#) and [faith oriented](#).

With your continued involvement with Pure Flix, you are a [part of the movement](#) to influence culture for Christ through entertainment.

START TRIAL

### POPULAR MOVIES TO WATCH



PURE FLIX FRIEND, START YOUR FREE TRIAL TODAY!



## Top Metrics

TOTAL UNIQUE CONTACTS ENROLLED

13,071

ACTIVE CONTACTS

187

GOAL CONVERSION RATE

2,670 contacts [View or edit goal](#)

20.42%

## Emails in workflow

Last 3 months ▾ View as: Rates ▾

NAME ↕	SKIPPED ⓘ ↕	SENT ⓘ ↕	DELIVERED ⓘ ↕	OPENED ⓘ ↕	CLICKED ⓘ ↕	PERFORMANCE ⓘ
<a href="#">Workflow   Web Engage   All Customers / SQLs</a>	1.82%	98.18%	99.85%	13.68%	4.03%	● High clicks, low opens
<a href="#">Workflow   Web Engage   Leads/MQLs</a>	1.45%	98.55%	99.77%	6.89%	0.89%	● High clicks, low opens
<a href="#">Workflow   Web Engage   Opportunities</a>	2.9%	97.1%	99.52%	11.48%	2.07%	● High clicks, low opens

# Persona Segmentation Lists

I created a database for movies and shows on Pure Flix based on Customer Behavior Personas and Genre

Persona Segmentation to US Titles		Move into different persona		Highlighted codes + new code that appears after you input old code in the search bar		Persona Segmentation to US Titles		Highlighted codes + new code that appears after you input old code in the search bar		Highlighted codes + new code that appears after y		
Trailer / Movie	Trailer code	Persona	Persona Name	Trailer / Movie	Trailer code	Persona	Persona Name	Trailer / Movie	Trailer code	Persona	Persona Name	
			Data inputted to HubSpot Seg. 9/29/2020				Data inputted to HubSpot Seg. 9/29/2020				Data inputted to HubSpot Seg. 9/29/2020	
			Modern Mary				Chris Fall-education-focused Elizabeth				Clean Kids Content Catly	
Avg. Completion %	Trailer / Movie	Trailer code	Persona	Avg. Completion %	Trailer / Movie	Trailer code	Persona	Avg. Completion %	Trailer / Movie	Trailer code	Persona	
	Movie	253280294766	Mc-Aglen		Trailer / Movie	253477414708	sea-kids		Trailer / Movie	33561808600	low-on-repeat-trailer	
	old code	576207248676	Mc-Aglen	67%	Trailer	253477414708	sea-kids		Avg. Completion	Trailer / Movie	33561808600	low-on-repeat-trailer
	Movie	76471701941	do-you-believe		Trailer	253181406752	sea-kids	48%	Trailer	33561808600	low-on-repeat	
	old code	30389620886	Enor 404	74%	Trailer	347494158837	blizenan		Trailer	33561808616	low-on-the-rise-trailer	
	old code	39811859720	finding-normal		Trailer	351446054858	blizenan-the-animated-adventures-volume-1	67%	Trailer	33561808632	low-on-the-rise	
	Trailer	279954470856	finding-normal	73%	Movie	351446054883	blizenan-the-animated-adventures-volume-2	70%	Trailer	335618088574	home-for-harvest-trailer	
	Movie	253276158797	finding-normal		Trailer	351446054919	blizenan-the-animated-adventures-volume-3	70%	Movie	335618089500	home-for-harvest	
	old code	76336955796	saved-by-grace	84	Trailer	35127092328	blizenan-the-animated-adventures-volume-4	80%	Trailer	253308454506	low-finds-you-in-valentine-trailer	
	old code	253286438771	saved-by-grace		Trailer	35137982345	blizenan-the-animated-adventures-volume-5	76%	Movie	253308454505	low-finds-you-in-valentine	
	Trailer	253286438771	saved-by-grace		Trailer	300433958664	superbook	34%	Trailer	25637406777	rodeo-juliet-trailer	
	Movie	253286438770	saved-by-grace	79	Trailer	253299232879	superbook		Trailer	256804518466	rodeo-juliet	
	old code	728136771955	princess-cut		Trailer	28845520881	the-amazing-bible-series	38%	Trailer	25633350735	a-dogwalkers-christmas-tale-trailer	
	Trailer	25328439757	princess-cut		Trailer	253276170548	the-amazing-bible-series		Trailer	256334568500	a-dogwalkers-christmas-tale	
	Movie	25328439757	princess-cut	87	Trailer	253281830716	megatags	31%	Trailer	25633030481	an-hour-behind-trailer	
	old code	63050563740	1-message		Trailer	253276170707	megatags		Trailer	25633030482	an-hour-behind	
	Trailer	253202470876	1-message	61	Trailer	253296564481	ion-of-judah	59%	Trailer	25328898777	belie-and-the-beast-trailer	
	Movie	253202470875	1-message		Trailer	253296564480	ion-of-judah		Trailer	25328898768	belie-and-the-beast	
	old code	40080707939	redeemed		Trailer	253300262454	a-lurks-tale-2-sammys-adventures	89%	Trailer	25697958589	christmas-belle-trailer	
	Trailer	3271907829	redeemed		Trailer	28470531777	log-cabin		Trailer	256267814505	christmas-belle	
	Movie	253276158797	finding-normal	70	Trailer	26034378216	a-cowgirls-story	76%	Trailer	26026218271	christian-mingle-trailer	
	old code	44021832080	old-fashioned		Trailer	260343782582	a-cowgirls-story-trailer		Movie	30212004510	christian-mingle	
	old code	73313313872	the-chosen		Trailer	27055368832	a-lurks-tale-2-trailer		Trailer	271504422814	christmas-switch-trailer	
	Trailer	253281318488	old-fashioned		Trailer	27055368832	a-lurks-tale-2-trailer		Trailer	271504422813	christmas-switch	
	Trailer	253279782527	old-fashioned	63	Movie	27055368848	a-lurks-tale-2-sammys-escape-from-paradise	67%	Trailer	271504422803	christmas-switch	
	old code	73338699918	unlimited		Trailer	274778962507	ace-wonder-3-trailer		Trailer	253311528853	coffee-shop-trailer	
	Trailer	25328492522	unlimited		Trailer	274778962524	ace-wonder	67%	Trailer	253311528862	coffee-shop	
	Movie	25328492522	unlimited	82	Trailer	253384645112	adventures-of-pepper-and-paula-trailer		Trailer	27096470856	finding-normal-trailer	
	Movie	253308454506	low-finds-you-in-valentine-trailer		Trailer	253308454513	adventures-of-pepper-and-paula	54%	Trailer	253276158797	finding-normal	
	Trailer	253308454505	low-finds-you-in-valentine		Trailer	285795368854	bible-town-trailer		Trailer	288367398513	heart-of-the-country-trailer	
	Trailer	253311528863	coffee-shop-trailer		Trailer	288125044003	bible-town	34%	Trailer	288367398512	heart-of-the-country	
	Movie	253311528862	coffee-shop		Trailer	269343782490	darias-ultimate-christmas-trailer		Trailer	300035510720	home-sweet-home-trailer	
	Trailer	262795878765	beyond-the-furthest-star-trailer	66	Trailer	269342758008	darias-ultimate-christmas	50%	Trailer	311474214849	home-sweet-home	
	Trailer	262758978740	beyond-the-furthest-star		Trailer	270950260805	cowgirls-in-angels-trailer	70%	Trailer	26826263832	love-by-design-trailer	
	Trailer	253307430878	caged-no-more-trailer	77	Trailer	260343782552	cowgirls-in-angels		Trailer	268153720863	love-by-design	
	Movie	253307430847	caged-no-more		Trailer	253284390667	doggy-daycare-official-trailer		Trailer	253308454508	low-finds-you-in-charm-trailer	
	Trailer	253286438774	like-a-country-song	73	Trailer	253284390651	doggy-daycare	50%	Trailer	253308454507	low-finds-you-in-charm	
	Movie	253286438773	like-a-country-song		Trailer	260808488647	Enor 404		Trailer	253311528914	low-finds-you-in-sugarcreek-trailer	
	Trailer	26590263832	love-by-design-trailer	75	Trailer	285795368883	fish-tales-2-trailer		Trailer	253311528915	low-finds-you-in-sugarcreek	
	Trailer	263153703693	love-by-design		Trailer	288125044020	fish-tales-2	45%	Trailer	253281318488	old-fashioned-official-trailer	
	Trailer	253311528914	low-finds-you-in-sugar-creek-trailer	81	Trailer	253282648112	friends-and-heroes-official-trailer		Trailer	253276158797	old-fashioned	
	Movie	253311528915	low-finds-you-in-sugar-creek		Trailer	253272426866	friends-and-heroes		Trailer	253284390757	princess-cut-official-trailer	
	Trailer	27208566777	run-in-from-my-roots-trailer	76	Trailer	288573900492	kingdom-under-the-sea-trailer		Trailer	253284390773	princess-cut	
	Trailer	273202310806	run-in-from-my-roots		Trailer	253277224251	kingdom-under-the-sea		Trailer	253746214785	rocky-road-trailer	
	Trailer	253290022535	painted-homes-trailer	76	Trailer	305908611882	amazing-love		Trailer	253746214759	rocky-road	
	Trailer	253290022534	painted-homes		Trailer	253277223263	amazing-love	65%	Trailer	25328898775	scotts-and-sensibility-trailer	
	Trailer	27246478340	sweet-inspirations-trailer	81	Trailer	253177432086	amazing-love-trailer		Trailer	25328898766	scotts-and-sensibility	
	Movie	280860707477	sweet-inspirations		Trailer	267051048409	vegetables-robb-good-and-his-not-so-merry-men		Trailer	253294118826	the-beautiful-beast-trailer	
	Trailer	276519462810	the-funeral-guest	71%	Trailer	286674534750	veggie-tales-larry-boy-and-the-unicorn-weed		Trailer	253294118824	the-beautiful-beast	
	Trailer	27714481820	the-funeral-guest		Trailer	267051048540	vegetables-veggies-in-space-the-fennel-frontier		Trailer	276519462810	the-funeral-guest-trailer	
	Trailer	276519462822	the-one-i-wrote-for-you-trailer	73%	Trailer	267049510946	vegetables-larryboy-and-the-bad-apple		Trailer	27714481820	the-funeral-guest	
	Trailer	27720586693	the-one-i-wrote-for-you		Trailer	267051048516	vegetables-saint-nicholas-a-story-of-joyful-giving		Trailer	284205808731	the-wedding-chapel-trailer	
	Trailer	27264070911	the-prayer-boy-trailer	not found in demo	Trailer	267051048484	vegetables-princess-and-the-popstar		Trailer	284765163716	the-wedding-chapel	
	Trailer	27263558884	the-prayer-boy		Trailer	267049510919	vegetables-dave-and-the-giant-pickle		Trailer	253308454485	to-joy-with-love-trailer	
	Trailer	253308454485	to-joy-with-love-trailer	88%	Trailer	286674534754	veggie-tales-permaliss-princess		Trailer	253300262453	to-joy-with-love	
	Trailer	253300262453	to-joy-with-love		Trailer	286674534753	veggie-tales-maclary-the-skinny-cheese-battle		Trailer	253280860700	veggie-tales-it-s-a-meaningful-life	
	Trailer	25328284579	heartland-trailer		Trailer	286674534751	veggie-tales-ivy-and-the-beet		Trailer	323504678451	77-chances-trailer	
	Series	25323366648	heartland		Trailer	253276158797	finding-normal		Trailer	323504678451	77-chances-trailer	
	old code	48187815766	revelation-road-the-beginning-of-the-end		Trailer	253281318452	revelation-road-the-beginning-of-the-end	71%	Trailer	30532036731	lets-go-to-juliet-trailer	
	Movie	253281318452	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	revelation-road-the-beginning-of-the-end		Trailer	30532036731	lets-go-to-juliet		Trailer	30532036731	lets-go-to-juliet	
	Movie	25327734707	re									



# Website Content Management

I was tasked to update, add or remove content on the Pure Flix website.





## Sea Kids Series Episode Discussions



## Do You Believe? Movie Discussion Guide



## The Redemption of Henry Myers Movie Discussion Guide



## 77 Chances Movie Discussion Guide



## God's Not Dead Movie Discussion Guide

# HOW TO WATCH PURE FLIX

Watch exclusive faith and family originals, movies, TV shows and more with your favorite devices.

SIGN IN



Smart TVs and Media Players

[Amazon Fire TV](#)

[Android TV](#)

[Apple TV](#)

[Chromecast](#)

[LG Smart TV](#)



## HOW TO WATCH ON AN APPLE TV

### 4th Generation and Apple TV 4k

You can install the Pure Flix app on your Apple TV by doing the following:

1. On the home screen of the TV, you will see the App store icon. Navigate to and select it.
2. At the top of the screen, you will see: 'Featured, Top Charts, Categories, Purchased, and Search. Navigate to and select Search.

# Survey Monkey

I was tasked with creating a survey based on the questions the Marketing Team created to ask potential focus group participants in the United States.

Q3 (by week)

Chart Type

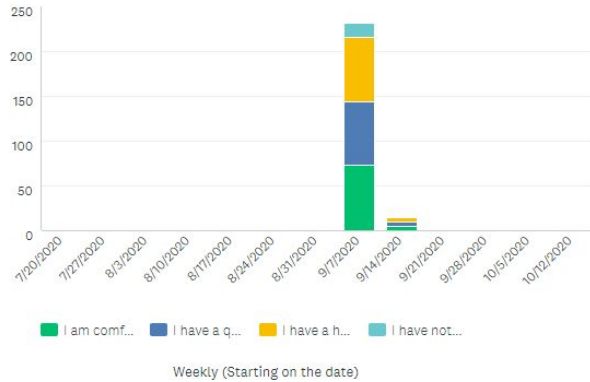
Display Options

Trend by...

Zoom

If you have used Zoom, Please check all that apply.

Answered: 107 Skipped: 14 First: 9/10/2020 Zoom: 7/20/2020 to 10/12/2020



Q5

What are your top 5 favorite Pure Flix movies and/or shows?

Data Trends do not apply to this question

Q6 (by week)

Chart Type

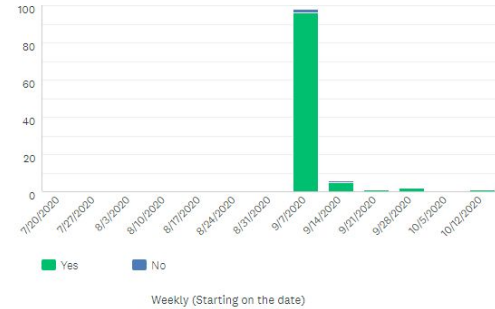
Display Options

Trend by...

Zoom

Have you ever recommended Pure Flix to a friend or family member?

Answered: 108 Skipped: 13 First: 9/10/2020 Zoom: 7/20/2020 to 10/12/2020



Q4 (by week)

Chart Type

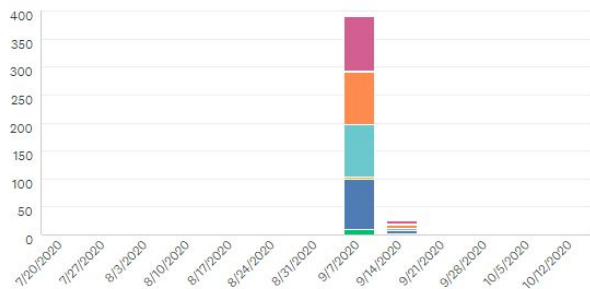
Display Options

Trend by...

Zoom

As it relates to your faith, please check all that apply.

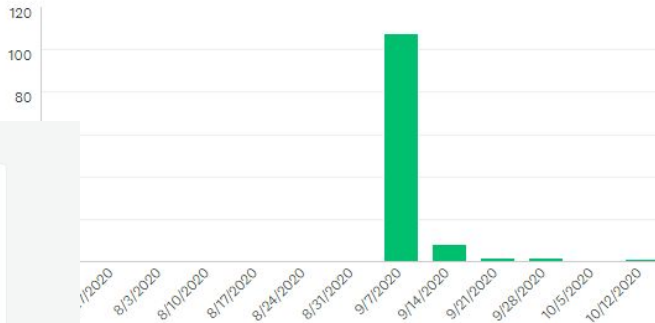
Answered: 108 Skipped: 13 First: 9/10/2020 Zoom: 7/20/2020 to 10/12/2020



# Trends

## Responses (by week)

First: 9/10/2020 Zoom: 7/20/2020 to 10/12/2020



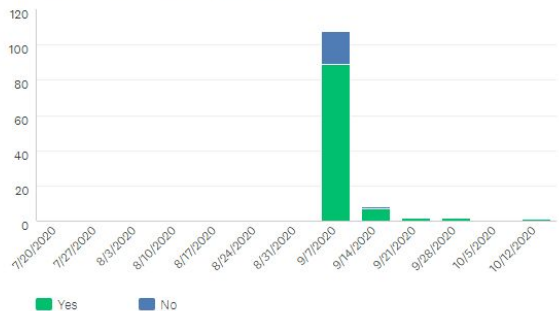
Weekly (Starting on the date)

Page 1

## Q1 (by week)

Have you ever used Zoom to participate in video calls?

Answered: 121 Skipped: 0 First: 9/10/2020 Zoom: 7/20/2020 to 10/12/2020



Weekly (Starting on the date)

## Q2

Please confirm the email address that you received the focus group invite.

Data Trends do not apply to this question

# Results

**PUREFLIX**

**Pure Flix Pre-Focus  
Group Questionnaire**

## Insights

TOTAL RESPONSES

121

COMPLETION RATE 

95%

TYPICAL TIME SPENT 

7m:32s

MOST-SKIPPED QUESTION 

QUESTION

**Q11**-Do you have any additional questions that we can help answer in advance of the Focus Group?  
Skipped:46

Is this useful?



Is this useful?



Is this useful?



End of Pure Flix Portfolio