CASE STUDY

Digital growth in focus

AMC Theatres sees 52% increase in digital gift card sales with BHN

AMC Theatres is the largest movie theatre chain in the world with more than 900 locations globally. AMC has been in business for more than a century. To build a business over that kind of time frame across so many different eras of change, AMC has had to stay flexible and constantly adapt.

AMC has embraced an array of digital strategies, including fully integrating digital gift cards through its partnership with BHN.

With its digital strategy in place and promotions in the market, AMC saw massive 52% growth on AMCTheatres.com in 2024. While the movie industry broadly shrank by 4% in 2024, the AMC overall portfolio grew by 8%. Investing in seamless digital experiences and digital gift cards is a key part of the strategy that is helping this American icon thrive more than 100 years after it began.

A digital revolution in movie tickets

AMC has been partnered with BHN for more than 15 years, and the movie business has changed a lot in that time, according to Tim Anderson, vice president of sales for AMC Theatres. "I've been involved in the gift card space for 30 years," Anderson said. "The transformation to digital happened so quickly—especially in the theatre business."

The embrace of touch-free payment systems and mobile app experiences has led to a revolution of new business practices and customer preferences at AMC. So much business is now coming to AMC through mobile apps and pre-bookings. It became critical for AMC to expand the mobile app capabilities to cover every other part of the customer experience.

"It was important that our gift cards could also be purchased through our mobile app," Anderson continued. "You can go on our mobile app and purchase your ticket, pick your seat, buy food and beverages, and have it delivered to your seat. And you can pay for it all with your AMC gift card." The seamless integration of the gift card is a key part of AMC's digital strategy, and Anderson says that integration is all thanks to the company's partnership with BHN.



Adopting every digital strategy

AMC enjoyed that steady growth across 2024, and the numbers are continuing to look good in 2025. "What I'm really excited about is seeing, over the first four months of 2025, we're already realizing [10–20% growth in our gift cards], year over year," Anderson said. "We're looking forward to a great year again, here."

When the team at AMC put their digital strategy into place in previous years, they decided to invest in promotions that drove customers to the brand's gift cards. They focused on special holiday purchasing promotions, and Anderson attributes the company's growth to the success of those promotions.

"Typically, we pick a day—maybe during a holiday weekend—and offer a gift card at $50. If you purchase it that day, you can get a $10 bonus card," Anderson said. "We also did 'buy a $20 gift card, get a free popcorn.' Each one of those promotions drove our business substantially."

A dedicated partnership

AMC has been a long-standing, important partner for BHN, and the two teams have learned to trust each other with bold strategies. Anderson praises the BHN team's personal approach and dedication to new ideas. "BHN has been innovative over the years—very innovative, always trying new things. I think the people are great," Anderson said. "The team that surrounds us, they're consistent. They get back to us. I think they're genuinely interested in our business. That's why we saw growth in 2024. I appreciate the efforts that are put into making sure that they're always growing my business. I feel like they're a true partner."

Over the last two decades of the digital era, the most important thing for AMC has been flexibility and connecting to new customers. "Over the years, we've just seen so much growth," Anderson said. "From a single product at our theatres to expanding into this third-party space with BHN. [Third-party distribution] increases our brand awareness every year as we get more and more distribution points."

Every one of those new distribution points is an opportunity to reach someone who hasn't been in a theatre for a while. As more people spend more time streaming movies at home, promoting within AMC locations would be like preaching to the choir. To keep growing, AMC needs to reach out to people in other ways. "Not everybody always remembers about AMC," Anderson said. "We love that we have retail partners and promotions outside [of our theatres] that increase our brand awareness and get people thinking about AMC."



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– Tim Anderson
Vice president of sales, AMC Theatres

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