

VIRTUAL ANALYSTS

Unlocking insights for Media Companies

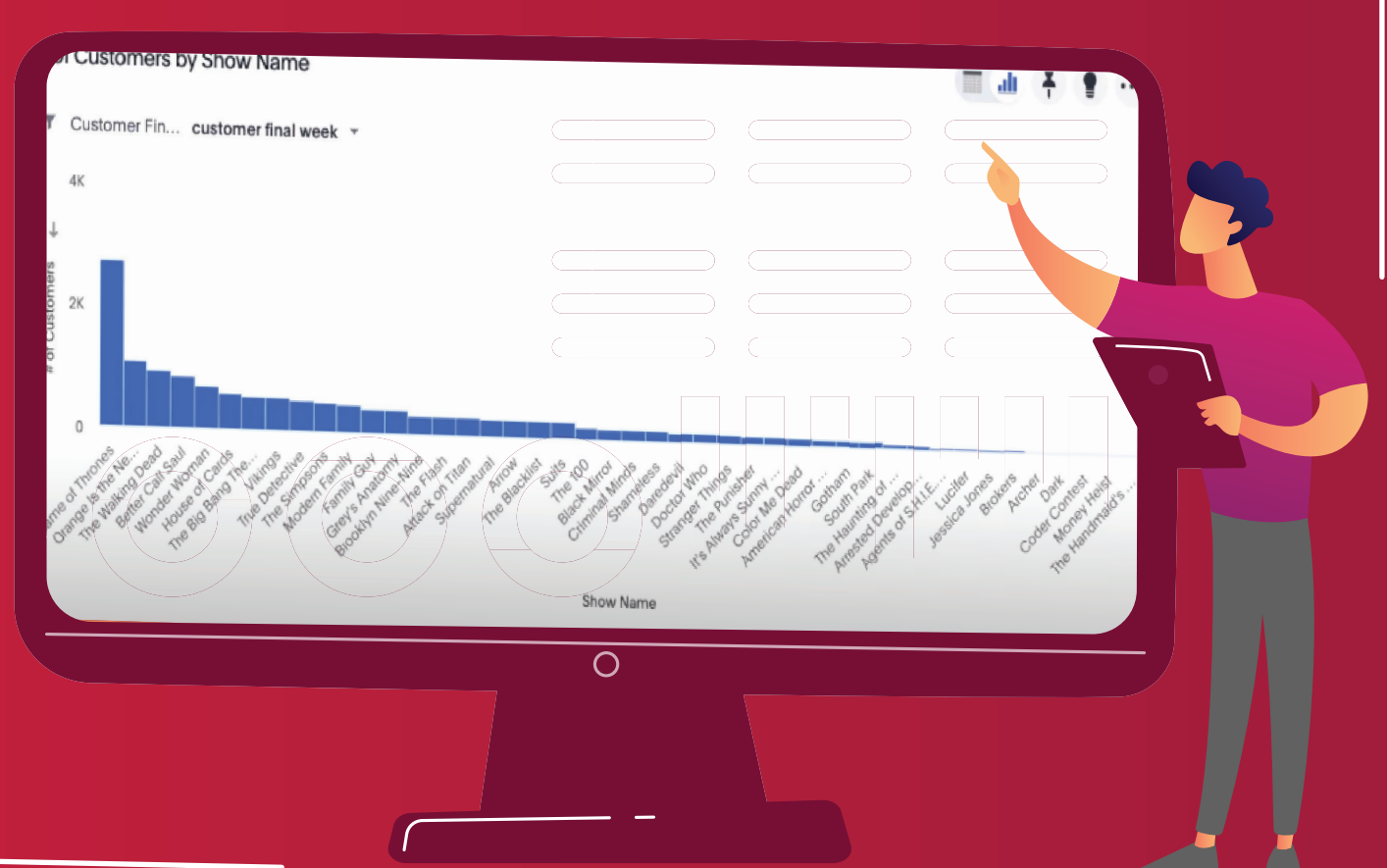


PRECISION MARKETING

Clear understanding of user personas and behaviors for engagement strategies

CHURN MANAGEMENT

Engage customer's in the final week of watching their show

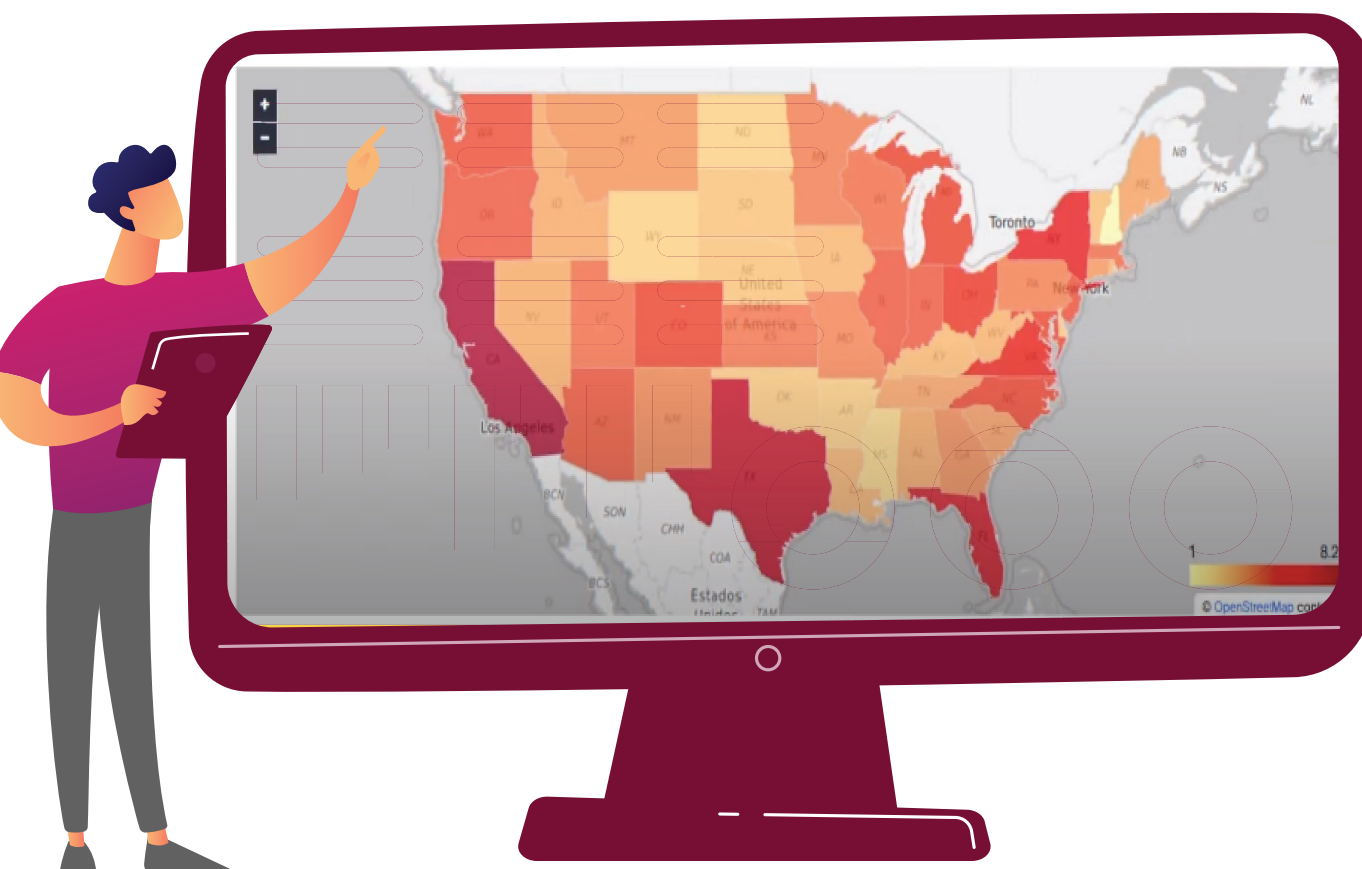


MARKETING CAMPAIGN STATISTICS

Performance reporting to optimize channels of influence

SUBSCRIBER BEHAVIOR

Establish a certain degree of predictability by studying content consumption patterns



SUBSCRIBER SEGMENTATION

Specific customer actions and inactions to develop relevant user engagement strategies

TREND ALERTS

Automatic insight driven actions identified through variations in trend

