

# Power your Video Business with Market-Leading Insights

In today's hyper-connected world, pay TV providers have access to a wealth of internal data across their end-to-end video ecosystem – from platforms, through delivery networks, to client devices. Harnessing the power of all of that data requires transforming it into actionable insights. To do that, you need a scalable, video-centric solution that collects and analyses the data across the full video experience. That is exactly what you get with Synamedia Clarissa.

## Turn Abundant Information into Actionable Insights

Synamedia Clarissa is a comprehensive solution that transforms your raw data into actionable insights, enabling you to address diverse problems and opportunities for maximising business outcomes. The solution's insights on content consumption and viewing trends – for example, which programs are most likely to be binge-watched on VOD – can help you understand and effectively manage your content acquisition portfolio. By identifying subscriber challenges that impede your marketing activities, Synamedia Clarissa empowers you to run better customer retention and acquisition activities.

## Nurture your subscriber relationships

Using Synamedia Clarissa, you can better engage with, and satisfy, subscribers by creating more intuitive experiences and streamlining their journeys to the content they want to watch. By acquiring and packaging content into enticing offers and promotions,

you'll also be able to boost revenue and identify upsell opportunities. This, in turn, helps you capture more value by targeting audiences with the right type of content and advertisements.

## Gain a comprehensive, localised perspective

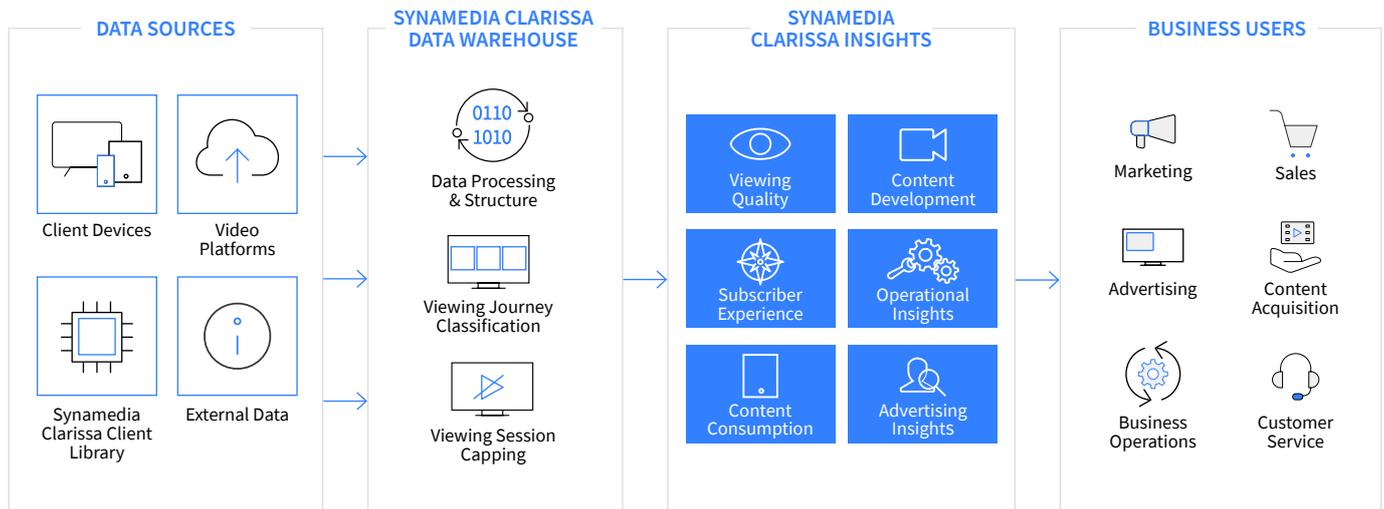
Anchored by a powerful data warehouse that collects, organizes and analyses data across your system, Synamedia Clarissa gives you a holistic view of the full video experience. Its configurable visualisations of data enable you to recognise specific trends and correlations, so you can identify exactly where you need to enhance performance.

Synamedia Clarissa is a highly modular solution designed to give you the utmost flexibility. You choose the solution modules that deliver the actionable insights you need to improve your outcomes. In addition to using standard industry metrics, the solution harnesses data that can be refined to align with local business rules or practices.

## Highlights

- Lowers operational costs and churn
- Keeps customers engaged and satisfied
- Increases revenue and captures more advertising value
- Operates as a cloud-based SaaS solution for enhanced scalability, agility and upgradeability
- Integrates data from any OTT, broadcast and hybrid video platform





## Features and Benefits

### Measure viewing quality and impact on customer behaviour

- Quantify QoE and QoS and understand their effect on subscriber behaviour to improve problem resolution
- Recognise how performance issues influence engagement and retention to boost customer service effectiveness
- Track platform performance and capacity to resolve issues quickly and enhance customer service efficiency

### Evaluate and test subscriber experience to improve satisfaction

- Compare time spent browsing versus viewing to track UI efficiency and performance
- Define those features that have the most traction to drive higher usage patterns
- Observe how subscribers navigate services and find content with your UI to enhance accessibility and discovery

### Get in-depth viewing consumption insights for more effective content acquisition and licencing

- Track subscriber video consumption across device types to increase recommendation and promotion relevancy
- Identify popular or trending genres of content and calculate content ROI to maximise value
- Granularly measure engagement at episode, series or season level to improve content development

### Leverage audience profiling to personalise ads, campaigns and experiences

- Segment viewers into profiles based on viewing patterns, preferences and consumption to target individual users
- Combine demographic data with profiles for more granularity to drive personalised offers and advertisements
- Provide tailored subscriber journeys and experiences to better connect with your audience

## About Synamedia's Clarissa Business Insights Solution

Synamedia is the number one global provider of video platform and delivery solutions for pay TV operators. Bringing together video-industry expertise, decades of experience, and leading technology, we understand the challenges and pressures you face in running video platforms. Synamedia Clarissa incorporates that deep customer understanding into a scalable and agile cloud-based SaaS solution with end-to-end video ecosystem visibility. Aligned with global industry metrics and local business rules, Synamedia Clarissa turns your data into actionable insights. By shifting our role from data vendor to data partner, we enable you to increase customer engagement and satisfaction, grow revenue, and capture more value from advertising to bring your business to another level.

### Next Steps

To book a live presentation or for more information about Synamedia Clarissa, [contact us](#).