

# 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 analyzes 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 maximizing 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, localized perspective

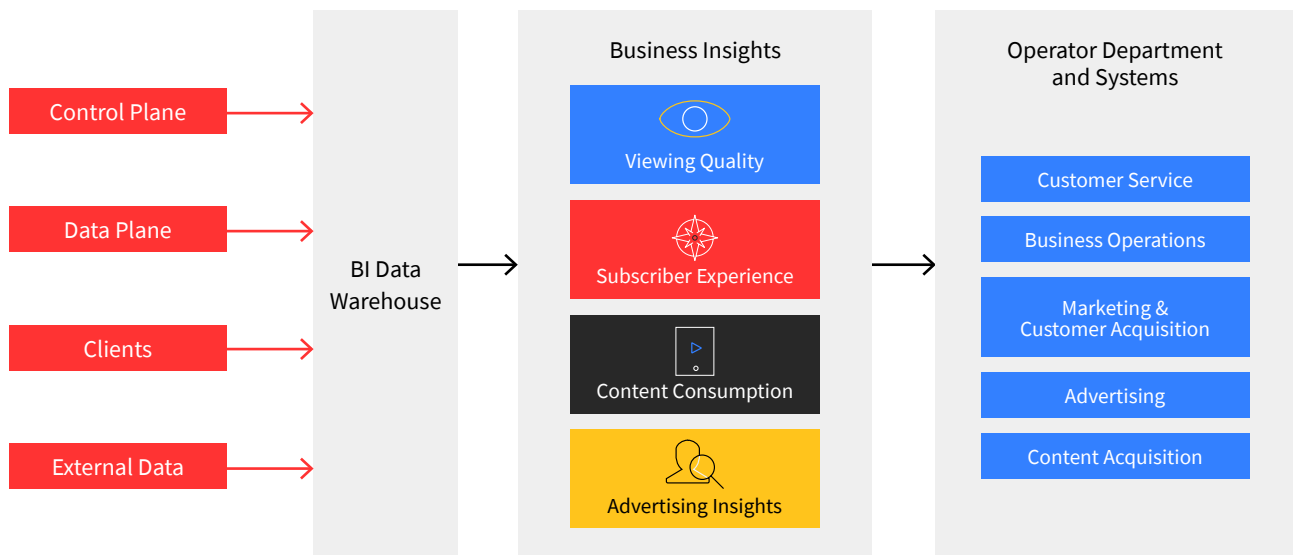
By collecting, organizing, and analyzing data across your system, Synamedia Clarissa gives you a holistic view of platform performance and content consumption. The solution also provides configurable visualizations of that data so you can recognize trends and correlations as well as enhance performance.

Synamedia Clarissa addresses four main areas of the overall video experience – Viewing Quality, Subscriber Experience, Content Consumption, and Advertising Insights. In addition to using standard industry metrics, the solution harnesses data that can be refined to align with local business rules or practices.

## Highlights

- Quantifies the impact of outages and performance issues on your subscribers' engagement and retention
- Improves your understanding of subscriber discovery and consumption on your application
- Captures viewing trends and the popularity of content across all devices
- Profiles your audience into segments for better ad and campaign targeting
- Integrates data from any OTT, broadcast or hybrid video platform





## Features and Benefits

### Measure viewing quality and impact on customer behavior

- Quantify QoE and QoS and understand their effect on subscriber behavior to improve problem resolution
- Recognize how performance issues influence engagement and retention to boost customer service effectiveness
- Diagnose and resolve issues quickly to increase 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 licensing

- Track subscriber video consumption across device types to increase recommendation and promotion relevancy
- Identify popular or trending genres of content for promotion to better target your market segments
- Calculate content ROI to maximize value

### Leverage audience profiling to personalize 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 personalized 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. Aligned with global industry metrics and local business rules, Synamedia Clarissa incorporates that understanding into a centralized cloud SaaS model with end-to-end video ecosystem visibility to turn your data into 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](#).