

# Give Your Users the Experience they Really Want

To compete in today's market, pay TV and OTT/streaming operators cannot rely on content alone. Creating a great overall user experience (UX) is essential. But with audience behaviors and expectations constantly changing, increasing subscriber engagement becomes a moving target. Your UX needs to become more agile. And that requires tools that allow you to continuously test and optimize key elements of your UX – from subscriber acquisition and onboarding to content curation and navigation. Introducing Go.Experiment.

## Stop Presuming, Start Understanding

Synamedia Go.Experiment is your solution for uncovering tangible improvements in subscriber engagement that lead to improved business metrics. Part of the Synamedia Go suite, Go.Experiment leverages insights to take the guesswork out of how to improve your overall UX. With its comprehensive set of tools, you can gather granular data from your platform and derive valuable insights to understand what **really** improves subscriber engagement and conversion rates. And by better understanding the UX, you can consistently deliver improvements to increase customer acquisition, retention and ARPU.

## Four-step cycle to optimization

A holistic offering, Go.Experiment harnesses a four-step optimization cycle to help you understand the UX changes your subscribers appreciate.

- **Analyze** your data with intuitive dashboards to better understand your subscribers and their relationship with your platform
- **Define** segments to target within your subscriber base
- **Test** subscriber engagements against segments through UX-based experiments
- **Apply** improvements based on test results

Besides simplifying the UX optimization process, Go.Experiment leverages your platform components so you can seamlessly integrate any client with any backend, regardless of architectural complexity. And you can control new or legacy clients with a single, user-friendly system.

## The Right Solution, Right Now

With consumer needs rapidly evolving, subscribers find themselves in the driver's seat. They are aware of the multiple OTT video providers vying for their attention and their wallet share, making it easier than ever to switch services in order to find what they want.

In this dynamic market, service providers require a fast and flexible response. They need a solution that enables them to make incremental improvements in the right way, and at the right time.

Welcome to Synamedia Go!

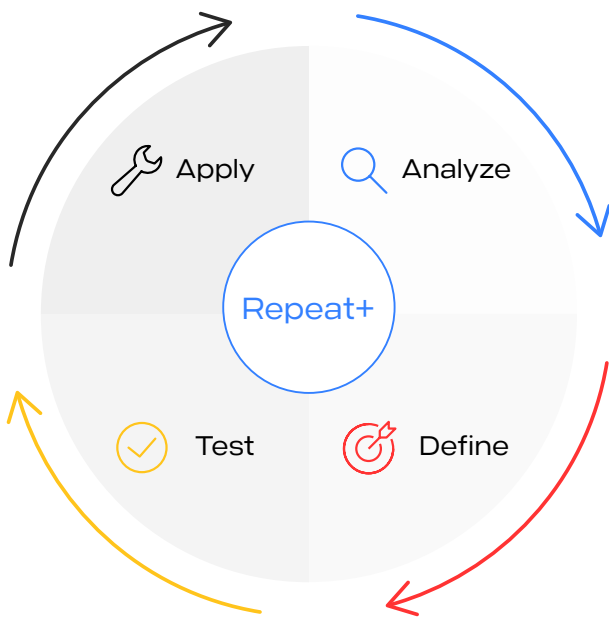
Taking a new, modular approach to architecture, Synamedia Go puts you in control. Once you have decided which part of your video service you want to enhance, just choose from our suite of packages. And we will take care of the rest.

## Highlights

- Effortlessly segments your subscribers based on actionable insights
- Creates and executes test scenarios based on targeted segmentation
- Offers intuitive visualizations into subscriber behavior
- Enables dynamic swim-lane updating to any screen and any device
- Continuously validates results and incorporates data-driven actions



# UX Optimization Cycle



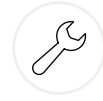
**Analyze** data to derive insights



**Define** subscriber segments to target



**Test** customer engagements



**Apply** improvements based on test results



**Repeat+:** Look for the next area of improvement and restart the cycle

## Features and Benefits



### Understand what your subscribers want

- Forensically analyze subscriber action and behavior to better understand how users engage with your service
- Test marketing “trial” and “save” offers to increase conversion rates and improve overall marketing ROI
- Conduct ongoing tests on your UI menu and swim-lanes to learn how to improve content curation, navigation and discovery



### Facilitate new feature introductions

- Better understand your subscribers to continuously develop smart, innovative features
- Leverage modular architecture to swiftly integrate new services with ease
- Use established API supporting tools to enable quick, cost-efficient client integration



### Improve overall engagement

- Boost your subscribers’ affinity with your brand to increase lifetime value and NPS
- Create a compelling experience to strengthen your position as a premier entertainment provider
- Carry out actionable insights for customer segments to tailor your offering

## About Synamedia

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and over 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution at your own pace.

## Next Steps

Learn more about [Synamedia’s Video Services](#).

For more information, [contact us](#).