



 Factsheet

Boost viewer attention and retention with video 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 raw data 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. Insights on content consumption and viewing trends – for example, which programs are most likely to be binge-watched – can help you more effectively manage your content acquisition portfolio.

By identifying subscriber challenges that lead to viewer distraction and impede your marketing activities, Synamedia Clarissa empowers you to run better customer retention and acquisition activities.

Keep subscriber attention in check

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 to keep them switched on.

Anchored by a powerful data warehouse that collects, organises and analyses data across your system, Synamedia Clarissa gives you a holistic view of the full video experience.

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 engagement and retention. 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

Features & 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



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



Evaluate and test subscriber experience to maximise attention and improve satisfaction

- 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

Request a 30-day free trial today and find out how video insights can help you boost viewer retention.

Sign up now