



 Factsheet

# Getting started with Synamedia Clarissa

'The best things in life are free.' That's why we're offering you a **free trial** for our award-winning video insights solution Synamedia Clarissa – so you can see for yourself what all the fuss is about.

Synamedia Clarissa helps you make sense of the myriad ways that customers interact with your service by using your data to provide actionable insights. These insights inform changes to your platform, helping you add subscribers, improve viewer engagement, and reduce churn.

Part of our Synamedia Clarissa offering is **Content Insights**. And with a free trial, you get access to Content Insights' intuitive dashboards with your own data for a full 30-day period.

## Content insights: what do they do?

With access to content insights, you can discover what people are watching, when they're watching, and how they're watching. Because getting to know your customer helps you tailor your service to work for them.

Here's a snippet of what content insights enables you to do:

- **Drill down into devices:** Find out how many, and which type of devices are used per household over a 30-day period.
- **Slice consumption metrics across channels and programmes:** Discover your most important channels with insight into viewing hours and frequency of use.
- **Identify trends in viewing behaviour:** Access a full range of consumption metrics to allow you to compare trends over selected time periods for different devices, services, and content.

## Content insights: what are the benefits?

- **Capture customer attention:** Understanding how people act and behave through insights can drive better, more targeted viewer engagement, increasing watch-time and even improving subscriber numbers.
- **Personalise your platform:** Monitoring watch patterns across channels and live events helps you streamline your service to cater to your customer. Plus, keep your finger on the pulse of what your audience wants.
- **Boost viewer retention:** Recognising which shows are most successful enables you to understand what your customers like to watch, and acquire more high-value content to ensure they keep tuning in.

## What happens next?

- 1 Upload your customer data to Synamedia Clarissa. This can take a couple of days, so sit back and relax in the meantime.
- 2 Once it's completed, you get immediate, actionable insights unique to your specific data.
- 3 You can then use these insights to make proactive changes to your platform or service over a period of 30 days.

But the fun doesn't stop there.

With your trial, you gain access to content insights. When you transition to the full service, you'll also be able to purchase the following applications\*:



### App insights

Dig deep into your customer journey and learn about every click, every path taken, and every search abandoned. Get insights to help improve your UI, stopping users from getting lost and reducing subscriber churn.



### Operational insights

Stay on top of QoS and QoE, getting insights into how to proactively address issues as they arise. Learn which types of errors keep cropping up, enabling you to improve your overall service to keep viewers watching for longer.

\*Remember, you'll need to provide significantly more data for these functions (but you'll get significantly more value).

Chat to your Synamedia rep to find out more about taking insights to the next level.

Get in touch