



 Factsheet

Benefits of a Synamedia Clarissa free trial

You've got customer data coming out of your ears. So much, in fact, that you don't know what to do with it. You want to use it to improve your video service – but how?

Our award-winning video insights solution Synamedia Clarissa takes your unique customer data and gives you actionable insights in return, enabling you to make proactive changes to enhance your service. And now, we're offering a free trial so you can try it out for yourself.

By signing up, you get access to Content Insights' intuitive dashboards with your own data for a full 30-day period. It's easy to get started, with one of our reps guiding you through from start to finish.

What could you find out?

Synamedia Clarissa: in brief

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.

You can expect to:

- Discover system-wide trends in viewing patterns
- Analyse how content is consumed by device, service, time-of-day, channel, and genre
- Understand household device usage by viewing reach and duration

Who is the trial for?

The trial is for **anyone that delivers and monetises video**. This includes pay TV, broadcasters, and OTT video providers.

As long as you're happy to provide an agreed exchange of data, we're happy to get started. We require a minimum amount to begin, but your Synamedia rep will be able to confirm this with you.

Not sure if you qualify? Drop us a line and we can discuss.

What do I get out of a trial?

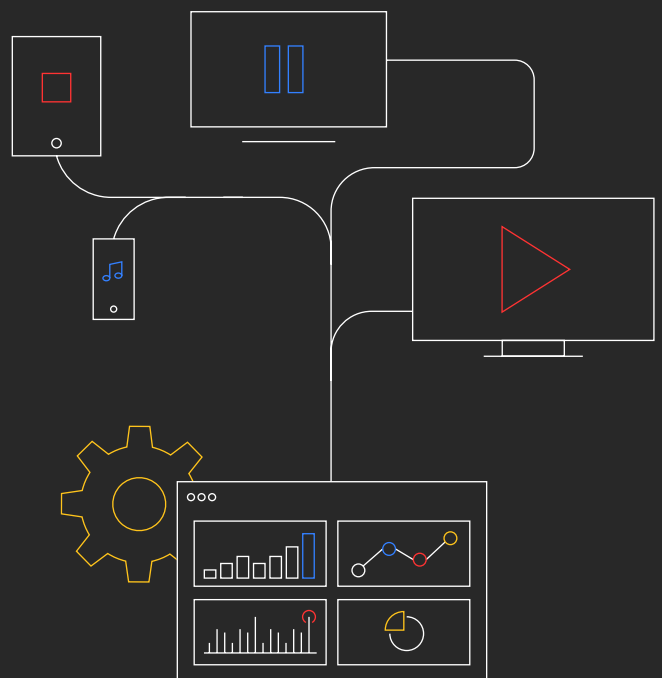
- Access to the full content insights dashboards, populated based on the data you provide.
- An understanding of your content popularity, channel rankings, device usage, service usage, and more.
- Immediate insights that you can use to enhance your service and improve business outcomes.

How do I get started?

Here's how it works:

- 1 A member of our team will guide you through the process, helping you upload your customer data.
- 2 Once your data is validated, it takes around one week before your dashboard becomes available.*
- 3 Voila – you get actionable insights that you can use to improve and enhance your video service.

*You'll get access to your dashboard for 30 days, but the timeframe of analysis is dependent on the data provided.



Chat to one of our experts today to begin your journey to better business decisions.

Get started