

Content analytics for media publishers

Deliver contextually relevant ad content based on deep knowledge about viewers' preferences



Build sophisticated audience segments using first-party data.



Provide real-time, AI-driven content recommendations.



Visualize content consumption and audience journeys.

The Issue

The era of streaming services and video on demand (VOD) supplies content whenever viewers want, breaking free of the traditional scheduled approach. Just stream it live or download it for time-shifted viewing at will.

This control is empowering for viewers, but a challenge for media companies trying to survive and thrive in a world controlled more than ever by others. They must contend with demanding consumers, evolving platforms, devices and protocols, technologies and policies controlled by other providers, and intensifying competition.

As viewers gain more choice and control than ever, how can media companies capture their attention and wallet share?

The Challenge

Audience expectations. Viewers expect a personalized experience for providers to understand them and offer content that matches their interests, previous viewing consumption and genuine topics of interest.

Disparate, diverse data. The variety and volume of data about viewers, content and advertising activity make it difficult to centralize, cleanse and model data to get valuable insights.

Time to results. It takes significant automation and governance to make the real-time, analytics-backed decisions needed for superior consumer experiences.

Complex markets. In a multifaceted digital advertising world of direct sales and third parties, media companies often don't have full authority over advertising space and the metrics that matter.

Consumer protection. Media companies need to take back control of their data collection, data usage and advertising processes. They must focus on building new, trusted relationships with their audience, both subscribed customers and new or unregistered users.

Disconnected processes. As part of a broader customer engagement process, content analytics should integrate with the customer data platform, advertising and marketing operations, and customer journey activation technologies.

Our Approach

We approach the problem by providing software and services to help you:

- Deliver a smart, synchronized ad content strategy with deep viewer knowledge.
- Segment audiences based on viewing behavior, demographics, psychographics and purchasing propensity.
- Reliably predict future audience behavior, content delivery mediums and content performance.

The audience analytics framework provides data management, data visualization and advanced analytics, including data mining and forecasting. Marketers can build and optimize complex consumer journeys, while analysts are equipped with modern machine-learning algorithms and flexible deployment methods.

Truly personalize marketing with the wealth of available data and SAS® analytics depth to:

- Understand audiences with theoretical and practical knowledge of known and unknown visitors and consumers.
- Make decisions based on real visitor data, relevant statistics, individual user insights and behavioral analytics.
- Influence consumers by delivering better viewing experiences with intuitive design and functionality.
- Quickly implement content decisions based on real-time testing and live results.

The SAS® Difference

SAS stands out by integrating formerly disconnected data – online and offline from diverse sources. Make guided decisions based on real visitor data – historical data and real-time data from in-progress interactions – with relevant statistics, individual user insights and behavioral analytics.

Unified perspective. Personalize viewer experiences based on knowledge from multiple sources, including in-session data. Meet consumer preferences and privacy requirements. Manage consumers, business rules and analytics in one place with advanced machine learning and AI.

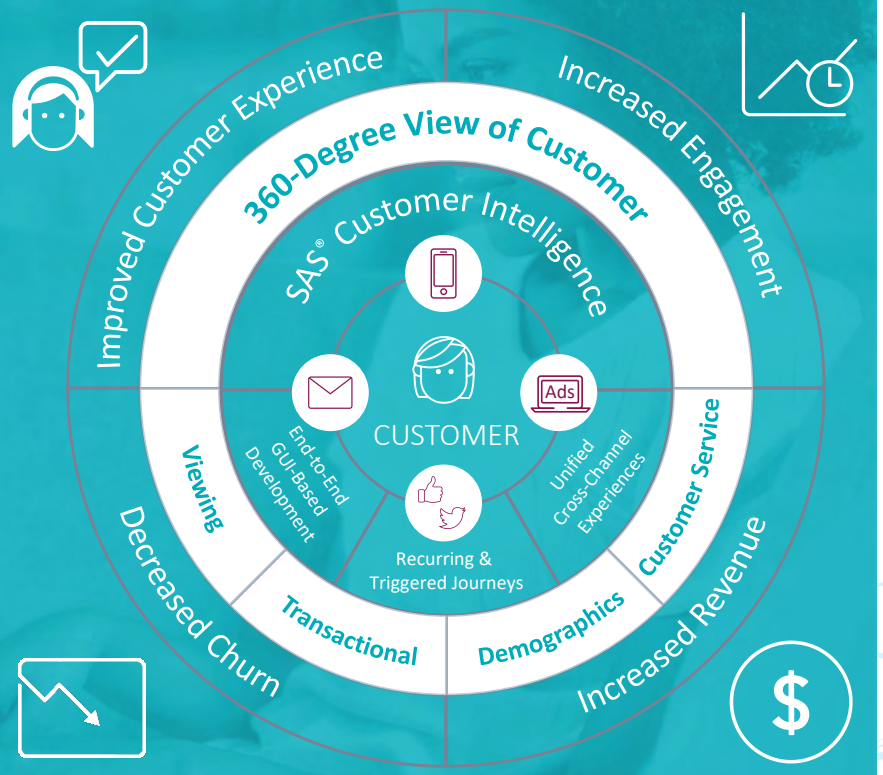
Rapid, real-time action. Spontaneously implement and adapt content decisions based on real-time testing and live results.

Exceptional viewer experience. Deliver stellar viewing experiences with intuitive design and functionality, individualized interaction capabilities and carefully targeted content recommendations.

Get embedded guidance. Designed for marketing and advertising professionals rather than IT experts, it's simple to set up, run and fine-tune processes with easy-to-use decision helpers.

SAS works the spectrum of consumer engagement scenarios – marketing, pricing/sales, service, risk, account management and collections, and compliance – all within a single, organically grown solution.

SAS® Customer Intelligence for Content Analytics



Learn more about content and ad analytics from sas.com/ci.

