Personalize your viewers' experience using real-time advanced analytics

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Business Impact

"Our company needed to better engage and understand its 11.5 million customers in a highly competitive market. Failure to do so would result in lost market share."

– Head of decisioning for a leading European entertainment and communications company

Challenges

- **Creating a unified viewing experience across all channels and touch points.** It's difficult to manage offers and promotions across siloed marketing channels and OTT delivery platforms.

- **Maximizing viewership through the entire customer life cycle.** From acquiring new viewers to engaging and retaining existing subscribers, knowing which audience segments to prioritize can be difficult.

- **Meeting and exceeding customer expectations.** Viewers expect a personalized OTT experience. Responding in real time to viewer actions requires a unified marketing, analytics and IT strategy.

The Issue

Viewership on over-the-top (OTT) streaming services is on the rise, and growth is expected to continue. Media and communications companies are rapidly launching new services or expanding existing platforms to deliver licensed and exclusive video content. Successfully capturing consumer attention and loyalty requires a synchronized marketing strategy informed by advanced analytics and machine learning models.

Marketing teams are often dedicated to a single channel (e.g., email or mobile), creating silos of decision makers within an organization. These independent channels hinder synchronicity of an OTT platform and the end viewer is left with a disjointed, impersonal experience.

There are analytical challenges, too. The variety and volume of viewership data make it difficult for analytics and IT to effectively centralize, cleanse and model data at scale. Making analytically driven decisions in real time requires significant automation and governance capabilities. These requirements are challenging for organizations to manage independently and can result in missed revenue opportunities.

Our Approach

SAS provides a unified platform for marketers and analysts to deliver an engaging OTT subscriber experience. Marketers can build and optimize complex subscriber journeys, while analysts are equipped with modern machine learning algorithms and flexible deployment methods. SAS enables you to:

- **Automate multitouch subscriber journeys.** Deliver targeted offers and content to the right audiences through triggered or scheduled journey maps. Respond to viewer signals in real time with next-best actions that are informed by machine learning models.
- **Optimize marketing efforts with artificial intelligence (AI).** Continuously improve marketing performance using AI-enabled testing and optimization to get to the best answer faster.
- **Embed machine learning to maximize marketing ROI.** Quick deployment of machine learning models in customer journeys allows marketers to find the most relevant audience and ensures timely offer delivery.

SAS' industry-leading platform allows marketing organizations to evolve to an analytically fueled strategy, improving viewer experience and your business objectives.

The SAS® Difference

Analytically driven personalized engagements for all viewers

SAS unifies the OTT analytics life cycle from data access and preparation to interactive discovery with machine learning and consumption and deployment of assets in a marketing-friendly interface.

- Personalize every subscriber interaction by quickly building audience segments and delivering dynamic content to external OTT channels. Centralized assets, point-and-click spot selection and automated publishing make personalization easy and intuitive for the marketer.
- Comprehensive planning helps marketers use limited resources more effectively. They can easily view all active, upcoming and past campaigns on a centralized calendar and leverage workflows to assign tasks and route campaign components through required approval processes.
- Built-in machine learning empowers marketers with valuable insights. Marketers gain insights from embedded machine learning algorithms to improve customer interactions and better allocate marketing resources. They can find new audiences with AI-based segment discovery and segment profiling and get faster results with optimized multivariate test design.
- An open analytics ecosystem fosters collaboration and delivers the best results. Analysts can access a breadth of modern analytical techniques to generate lift in campaigns and viewer engagements. You can use a wide range of methods in machine learning, deep learning, text mining and exploratory analysis with SAS and open source programming languages.

Case Study

Situation:

The marketing organization at a leading media and entertainment company was unable to effectively identify and engage with OTT subscribers across digital channels. The team faced an increasing number of efficiency and usability challenges with a homegrown solution. It needed a more reliable and accessible way to manage complex cross-channel customer journeys.

Solution:

With SAS Customer Intelligence, the OTT provider's marketers can now easily define customer segments and develop multichannel subscriber journeys all through a single, centralized point-and-click interface. The solution provides the right intersection of usability, efficient automation and scalability to grow with the business.

Results:

- 22% increase in productivity within the marketing organization.
- SAS replaced a homegrown solution for a premium streaming service by automating all marketing campaigns in the subscriber life cycle. The SAS solution continues to support ambitious near- and long-term subscriber acquisition goals.

What If You Could...

Increase engagement on your OTT platforms
What if you could deliver personalized recommendations to increase viewing time and frequency, then proactively identify lapses in viewership and reengage subscribers?

Maximize platform revenue
What if you could target the best candidates for your premium-tier services and maximize advertising revenue on ad-supported platforms?

Respond to subscriber signals in real time
What if you could automatically deploy machine learning algorithms to provide the best experience for your viewers?

Get campaigns to market faster
What if you could see the status of all campaign building blocks, quickly resolve bottlenecks and send high-priority campaigns to market when they're most relevant?

With SAS, you can.

SAS Facts

- SAS supports a diverse spectrum of customers in the telecom, media and technology (TMT) field, including telecommunication companies, media and entertainment providers, network vendors and OTT players.
- SAS serves over 700 TMT companies in 80 countries, and more than 75% of TMT companies on the Fortune 500 rely on SAS.

Learn more about SAS solutions at sas.com

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