SmartLab allows you to test decisions applying A/B testing and multivariate testing (MVT) on precisely segmented users samples within your audience based on any desired parameters including predictive churn algorithms. Testing will help you launch successful improvements within different departments in your company, ultimately reducing churn and maximizing revenue.

SmartLab delivers the freedom to define experiments linked to specific, measurable goals and make accurate, data-driven decisions regarding player configurations, content recommendation engines, customer care strategies, or UI/UX arrangements, among others.

Track experiment results in real time and select the recommended action based on solid calculations of the probability of success for each improvement or launch tested across your entire video service.

This powerful and unique module gives you a laboratory to test changes before rolling them out more widely.

Define and combine precisely segmented samples for any given metric, including predictive algorithms.

Set specific, measurable goals: event-based, fixed or computed. Now you can fix goals relative to the progress of your platform and audience.

Apply experiments to test and optimize the performance of new releases, configurations, setups, customer care strategies, UI/UX arrangements and content recommendation.

Expand the power of SmartLab by combining it with Infinity technology to track and analyze events throughout the entire session, both in and out of the video playback.
Technical Experiment: Player Configuration

**Goals** - Reduce buffer events to ≤2

Sample of 500 users who had:
- Buffer events ≥ 4
- Buffer ratio > 1.5%

<table>
<thead>
<tr>
<th>Sample</th>
<th>Control Sample</th>
<th>Test first bit rate 1.2Mb</th>
<th>Test first bit rate 1.1Mb</th>
<th>Test first bit rate 1Mb</th>
<th>Test first bit rate 0.9Mb</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Expectation of success:
- B 89% ✓
- C 95% ✓
- D 96% ✓

Content Experiment: Recommendation Engine

**Goals** - Increase playtime by 10%

Sample of 5000 users:
- With 90% probability of churn
- Consume < 3 titles/week

<table>
<thead>
<tr>
<th>Sample</th>
<th>Control Sample</th>
<th>Collaborative Filtering Recommender</th>
<th>Content Based Recommender</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Expectation of success:
- B 97% ✓
- C 42% ×

Management Experiment: Voucher Email & Over a Custom Event

**Goals** - Increase ARPU over 20$

Sample of 1000 users:
- With an ARPU ≤ 18$
- Consume < 3 titles/week

<table>
<thead>
<tr>
<th>Sample</th>
<th>Control Sample</th>
<th>Test voucher 1</th>
<th>Test voucher 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Expectation of success:
- B 90% ✓
- C 32% ×

Some of Our Customers:
- FOX
- AMC
- A&E
- TF1
- BeinSports
- globo.com
- Hearst
- vodafone
- Rakuten
- Sony
- Mediar
- 5
- Vipplay
- Telefónica
- STARPAY
- Astramedia
- NPAW
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