SmartUsers

Churn Prediction, Customer Behavior & Segmentation (beta)

The online media industry lacks accurate visibility of audience behavior and has little or no predictive ability. The results are fragmented, limited insights when forecasting ROI and making decisions, which can lead to users churning.

SmartUsers offers online media services unprecedented insights into customer behavior, identifying consumption trends, fraud and customer lifespan, as well as churn prediction, so content providers can act to retain at-risk users.

Knowing which of your end-users interact with your platform to the fullest and which are at risk of leaving is crucial to the well-being of your service.

These predictive insights help video services identify areas that need improvement and guide launches of improvements or other measures to reduce churn and maximize revenue.

After precisely segmenting your audience with SmartUsers, connect it with SmartLabs, where you can A/B and MVT test strategies to counter churn on customized samples of your audience.

Expand the power of SmartUsers by combining it with Infinity technology to track and analyze events throughout the entire session, both in and out of the video playback.

With NPAW’s game-changing technology, you can predict user behaviour with enough time and detail to steer your video service to success.

1 Account

Predict user churn and plan your next move accordingly

Identify what makes users return or flee

Correlate simultaneous uses from a single account with the level of engagement to adjust pricing and offering

Some of Our Customers