



YOUBORA, the business intelligence solution that revolutionises the video delivery industry

YOUBORA is the business intelligence solution for broadcasters, OTTs, telcos and media to support your business decisions and drive performance.

YOUBORA provides you with an end-to-end view of your video delivery eco-system and allows you to take the best decisions possible based on real data. This allows you to provide the best quality of service for your customers keeping them happy by solving problems quicker.

In order to make better user or advertising based decisions data should be utilized as much as possible. The ability to harness data across various integrated capabilities and services will become increasingly important to support multiple organizations across a video business, including marketing, and drive consumer engagement and loyalty.

YOUBORA BUSINESS INTELLIGENCE



BUSINESS MODULES

SmartAds SmartUsers



SUPPORT MODULES

SmartTracking SmartReports



TECHNICAL MODULES

SmartSwitch SmartAlerts



Content



Storage, DRM & encoding



Content Delivery Network



Devices

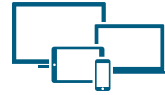


End Users

Supporting CMOs to maximize profits

YOUBORA and its business modules are strategic tools that allow you to truly understand user and advertising dynamics. This helps you to drive revenue and create segmented pricing propositions for advertisement or content creation in a rapidly evolving market. It doesn't matter if you manage live content or VoD business models (AVoD, TVoD, SVoD), **YOUBORA** aids you to define clear engagement strategies obtaining value from the data collected:

- **Increase the number of ads watched** by providing the right QoE
- **Decrease churn and abandonment rates** controlling the individual's experience quality
- **Maximize your NPS and create a competitive advantage** by ensuring best QoE
- **Turn-key integrated solution in less than 4 weeks**, including testing



Multi-channel data collection to support your TV Everywhere strategy



SaaS solution in the cloud

- Minimize financial risk with OPEX models volume based
- Improve your time to market and benefit from rapid prototyping and testing
- Painless technical upgrades



YOUBORA API integrates with any CRM system, supporting your segmentation activities.



Real-time information to support agile ways to test and learn about your customers.

YOUBORA

SmartUsers module BETA

It is fundamental, in order to grow your business, to create a genuine sense of customer intimacy for every individual view.

SmartUsers gives you a **satisfaction score per view** and user to help you evaluate each individual experience without any need of external surveys.

SmartAds module BETA

It is critical for ad-driven business models to collect sufficient volumes of data that will allow for the creation of meaningfully sized consumer segments to attract marketing budgets.

SmartAds will allow you to have **clear insight on your ads and KPIs** like join time, buffering or drop-offs to support your strategy in pricing.

Our customers



Awards

