

Churn Prediction, Customer Behavior & Segmentation

The online media industry lacks of accurate visibility on their audience behavior, and enjoys a poor or even unexisting capacity to predict such behavior. It all turns into uncomplete, limited insights to forecast ROI and make decisions that may lead into user leaking.

SmartUsers offers unprecedented knowledge to any online media service in the market by **fully understanding their customers' behavior, identifying consumption trends and fraud, and adding churn prediction insights** to help content providers act before churn occurs.

Knowing which of your customers use your platform to the fullest and which ones don't and are thinking of leaving is crucial to the well being of your service. The predictive insights provided by this module allow online video providers to be aware of when they need to launch improvements, ultimately to reduce churn and maximize revenue.

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

No other solution on the market provides NPAW's game changing gives your prediction of user behaviour with enough time and enough detail to drive you towards a new path to success you with alerts in real time to indicate where a potential



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

Some of our customers

