MULTINATIONAL MEDIA CORPORATION USES AUDIENCE ANALYTICS TO EXPAND VIEWERSHIP AND BOOST CUSTOMER LOYALTY

USEReady helped the company understand and analyse user behavior, for their 500+ apps across Google Play Store, Apple App Store, Apple TV, Roku TV etc., and applied the learning to establish pricing, deliver better content and improve user engagement.

CHALLENGES

Customer struggled to consolidate and harmonize the enormous amount of data scattered across multiple sources. This hindered their ability to assess the viewer's pulse and build a holistic audience picture.

SOLUTION

USEReady consolidated data from all the data sources, analyzed viewership and behaviour data, performed predictive analytics and delivered underlying trends and patterns through Tableau dashboards.

BENEFITS

Audience analytics helped customer determine which content performs better within which audience segments, allowing them to bundle content, optimize promotional clips and offer discounts to prompt retention.

Overview

Our customer is one of the world's largest multinational media corporation delivering entertainment content through television, motion picture, online and mobile platforms to 700 million users in approximately 160 countries.

The company owns digital properties comprising 500+ video streaming and gaming apps across stores like Google Play Store, Apple App Store, iTunes, and platforms like Android, iOS, Apple TV, Roku TV etc.

We worked with their digital product and analytics team to deliver holistic view into their viewership and audience behaviour data, which in turn helped them identify and predict patterns to boost customer adoption and loyalty.
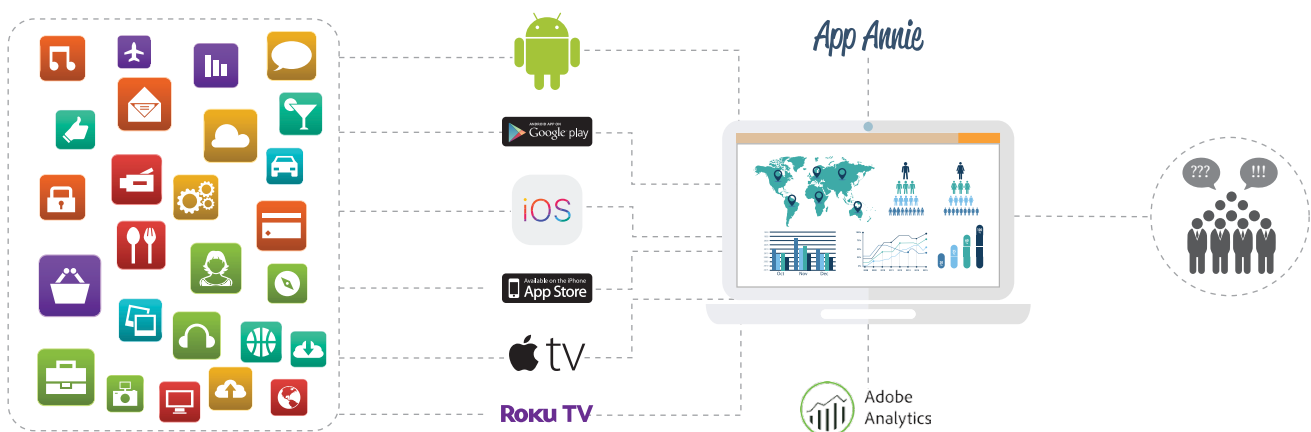
Challenges

Scattered and siloed viewership data

In order to gain a true audience picture and behaviour patterns, it was essential to bring together all the data from 500+ apps that was scattered across app stores, platforms and streaming services.

The limitations of app analytics tool 'App Annie'

App Annie is an application that offers rounded information on downloads, revenue, ratings, usage (MAU/DAU), search terms, etc. to support decision making for app marketing, spend optimization and product roadmap prioritization. But, App Annie only supported one app at a time in the selected region which limited access to a holistic audience picture.

The data swarm from web analytics platform 'Adobe Omniture'

Adobe Omniture is a web analytics platform which helps measure, personalize and optimize digital experiences for optimal marketing performance. The customer used it to store viewership behavior data for each app and promotional clip. This behavioural data needed to be harmonized with viewership data for a thorough analysis.

Too many spreadsheets

Drawing of data reports from individual app stores, App Annie and Adobe Omniture was all done on excel sheets. Due to the data complexity and diversity of formats the excel sheets could barely provide estimated numbers or broad summaries. Finding answers in those complicated excel sheets made the whole process tedious and ineffective.

Getting true audience picture and finding meaningful behaviour patterns

A major chunk of this engagement was focused on the customer's offerings for younger audience. Since kids interact with video information on mere likeability and interest it was necessary for the customer to know whether or not they were able to watch the character promotional clips, how many times were they viewing it and what was their subsequent watch time. They also needed a system that could highlight insights based on which character or program was the most popular and gained the most attention among the targeted audience.

Solution

Implemented data integration and warehousing solution, to bring in all the available data, for comprehensive analysis

- ⊘ Implemented cloud warehouse using Amazon Redshift, for the customer's digital products and promotion data from the past 5 years

- ⊘ Automated data collection by using Python REST API for their 500+ apps from various platforms like Playstore, Appstore, app analytics tool 'App Annie' and marketing analytics tool 'Adobe Omniture'.

- ⊘ Transformed the data using Python Pandas library and loaded the consistent, analytics-ready data into the cloud data warehouse.

- ⊘ Connected Tableau to the Redshift cluster and automated the process of reporting for the digital product teams.

Deeper insights into audience and viewership data

We performed comprehensive analysis of the viewership data for the customer using Tableau. This helped them answer critical business questions, empowering them to take immediate actions, deliver tailored experiences, and instantly optimize promotional campaigns for the best results.

The carefully constructed views and dashboards helped the digital product teams

- ⊘ Compile birds-eye-view for senior management to highlight key metrics at first glance

- ⊘ Drill down insights by app, store, platform, device, region, demographic and time to find patterns and trends

- ⊘ Show viewership and audience engagement

- ⊘ Highlight top performing content and apps

- ⊘ Identify top performing promotional video/characters for the kids segment

Predict and identify patterns in audience behavior

With our proven track record of success with media, marketing and advertising companies our team built data models, and performed predictive analytics, that supported the customer's most discerning business anticipations.

The trends and correlations helped the customer make reliable and accurate business predictions about

- ⊘ How the new content was likely to perform
- ⊘ How will audience engage with it
- ⊘ Which products or characters should be featured in app stores

Enabled the team to be self-reliant with Tableau

Our certified trainers delivered customised programs to bring various user groups across the company up-to-speed with the advanced solution and ensuring readiness for enterprise wide users in a matter of days.

Benefits

With real-time insights, the customer teams could formulate better plans to deliver targeted experiences to their audience, eventually enhancing customer acquisition and retention.

Automated cumbersome data management process

The consolidated data repository, preset data models and automated reporting helped save a lot of time by avoiding manual and repetitive steps to prepare data for monthly reporting.

Expand viewership and boost customer loyalty

Accurate insights on repeat views, watch time, character popularity etc. helped creative teams create engaging content and deliver targeted experience. The targeted and personalized content in turn drove 3x higher retention and 5000+ daily installs.

Improve advertising effectiveness

Insights focusing on younger audience behavior helped producers develop relevant promotional clips that fetched high interaction rates and helped them decide characters and apps to focus on.

Deliver more effectively

The solution boosted retention by delivering relevant content as bundles helping audience save money. The customer could also offer discounts and pricing models based on viewer engagement and behavior to not only retain but also engage them more.

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Our goal going into this engagement was being able to capture the right audience's attention at the right time and USEReady didn't disappoint. The way they brought together data from all these different channels and moulded it to deliver underlying stories was awesome. The results and our continued relationship with them speaks for itself.

Director, Digital Partnership and Products