

# Marketing is Personal

Bring your users and content together.



With so much content out there, there's a fight for your audience's attention with the right message at the right time on the right device. Discover how XroadMedia is learning preferences and behaviors immediately, meaning that you can start communicating to your users effectively, straight away.

## 100% Real-time Personalization

Deliver to your users personalization instantly, they will receive only the most meaningful content suggestions in real-time.

## Predictive Content Scores

Imagine what your content team can do with real-time content scores for every asset in your catalog for each user. You will be able to target the content most likely to drive user actions across any of your platforms.

## Personal Notifications

Trigger notifications highlighting content that is the highest match for each user to drive them to come back to your service.

## Targeted Advertising

Help your advertisers to reach the users most interested in their messages. Build campaigns that resonate with your audience as they will be based on their preferences, watching behaviors, location, etc.

## Email Campaigns

Trigger email content to your users, including their old and new favorites and all the best-personalized content suggestions for them.

## Sponsored Personal Favorites

Sell to your content owners the ability only to be associated with experiences your users enjoy.

Trusted by brands with over 200 million users worldwide, such as:





We deliver...  
**Increased returning users.**  
**Increased time spent in service.**  
**Increased interactions with content and ads.**

Don't just trust us.  
Our free 60-day trial will let you test our solution for yourself in a hassle-free way whilst you have complete editorial control.

**YOUR FREE TRIAL HERE**



**Scan here to find out more about our trial.**

**“XroadMedia has proven to be a great fit for NLZIET. The integration of the XroadMedia recommendation services was quick and seamless. The flexibility of their system was our main reason for choosing XroadMedia and that turned out to be a smart choice.”**

NLZIET

**“When offering SVOD services with over 7.000 hours on demand, it is paramount to give our customers effortless guidance in choosing the content best suitable to them. XroadMedia help us in offering a simple and intuitive platform to our customers”**

Síminn

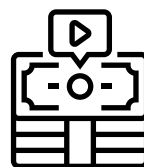
Marketing is not the only area we help. **Everything is Personal...**



User  
Experience



Marketing



Business



User  
Management

With more than 20 years of industry experience, XroadMedia has developed Ncanto, the latest generation of content discovery, personalization and targeting solutions. XroadMedia helps media companies improve their KPIs using personalization, increasing user engagement, reducing subscriber churn and generating new revenues. Ncanto is an innovative AI back-end solution optimized for low-effort and fast cloud and server-based deployments. Ncanto serves more than 200 million users for operators, streaming services, and broadcasters worldwide, including companies like A1 Telekom Austria Group, Axel Springer, Starhub, Telekom Slovenije and others..

London, UK

Vienna, Austria

[xroadmedia.com](http://xroadmedia.com)