

# Personalize **EVERY VIEWER TOUCHPOINT**

TV used to be so easy! But in a crowded market with so many choices, not just of content but from a number of services, it can be difficult for platforms to stand out and keep their users consuming and returning. Personalization can help to bring joy back to the user but has to go beyond recommendations and the UI to improve the user experience.

XroadMedia's solution helps media services personalize every viewer touchpoint, supporting the user starting from a trial to becoming and keeping them a loyal subscriber. We help streamers, broadcasters and operators to gain a deep understanding of users' behaviors and profiles and match highly relevant content with their interests. We believe this is the most effective way to create enjoyable entertainment services.

## How does it work?

### Predictive Content Scores

Every asset within your catalog is given a unique score for each user based on their watch history and profile. The scores automatically update in real-time according to every interaction, so they always know which content they will enjoy most.

### Power the user journey with personalization

#### ENGAGE



##### Dynamic UI

Create engaging homepages and other personalized use cases to grab the attention of every viewer.



##### Smart Continue-Watching

Always have the right episode ready for your viewers, only one click away and always relevant.

#### RETAIN



##### Personalized Notifications

Bring back your audience to your service with all of their favorite content.



##### Content Intelligence

Enhance your existing churn prevention strategy by identifying what content or discount offers to present to users at a certain point.

#### MONETIZE



##### Upsell offers

Intelligently promote the most appropriate offers to each user, only if and when relevant.



##### Targeted Ads

Reach more users with ads that will resonate with them most. Match users' behavior with advertising taxonomy and campaigns.



##### FAST Channels

Reduce the burden of choice in a lean-back viewing environment.