

User Management is Personal

Keep your users returning rather than churning.



The industry is facing many challenges as a result of users churning or suffering from subscription fatigue and the fight to keep audiences happy. In addition to high-quality content, viewers nowadays also expect a high degree of personalization. At XroadMedia, everything is personal and our tools help you provide a bespoke service to your audience that they love.

Hyper-Localization

Automatically serve regional content with different catalogs, languages and even character sets. Personalize content by location and language across different devices.

Right Time. Right Device

Drive consistent personalization and features across all of your devices. Generate suggestions based on your users' day-to-day schedules.

100% Real-Time Personalization

Your viewers will instantly see the content they love and receive bespoke personalized suggestions after the first interaction.

Detailed Explanations

Gain the ability to suggest and sort one or many rails with detailed explanations, justifying why they're being shown and how the presented content is based on the user's previous actions.

Advanced Audience Segmentation

Serve specific personalized suggestions for certain cohorts, such as sports fans or reality TV fanatics. We honor rules keeping content from various stakeholders separate where required.

Churn Management

Add content awareness to power retention offers, drive user satisfaction and help your team make programming decisions to draw your viewers back to your service.

Trusted by over 50 media companies around the globe such as:





We will help...
Increase user engagement.
Increase viewership.
Decrease churn.

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.

“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

“XroadMedia’s solution required very little integration and provides ease of use and stability during operations”

Delta

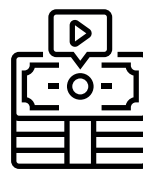
User management is not the only area we deliver. **Everything is Personal...**



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..



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