# 5 WAYS TO KNOW YOUR USERS BETTER With XroadMedia

Discover the key factors of understanding your viewers on a deeper level to deliver the best personalized experiences to them.

Grab their Attention

- Our solution learns faster than standard recommendation engines.
- From the first interaction, understand what your subscribers will enjoy watching, even during crucial trial periods.
- Multiple algorithms and our AI tools, such as emotive and natural language titles, provide viewers with meaningful explanations of why content is recommended and presented to them from the beginning.
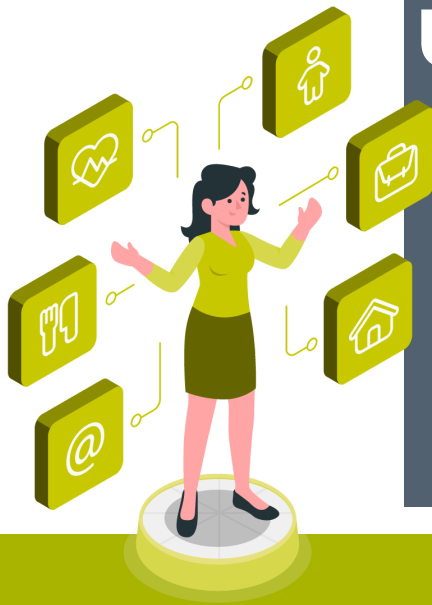
Understand their Behavior

- Not only show the right content, but ensure that it is at the right time, on the right device.
- Recognize trends in watching behaviors when they are watching certain types of content.
- Take into consideration the mood of what your users want to watch, regardless if you want to change the mood with uplifting content or dwell on it with supportive programs.

More Information

- To understand your users better, you need to have a full insight into your catalog to be able to connect viewers with the best content for them.
- With enhanced metadata, you can have a deeper knowledge of niche connections.

Meaningful Communications

- Inform your users, not annoy them with tailored notifications, only highlighting content that they really care about.
- Target ad campaigns that will really resonate with your subscribers.
- Only offer the most suitable upsell offers to your customers so they know you know what they want from your service.

Are Cohorts Dead or King?

- Our automatically created, smart cohorts help identify users based on levels of activity and more. You can combine this segmentation with 1-1 personalization to deliver highly tailored user experiences within the UI or beyond.
- You need to treat your users differently, depending on where they are in the lifecycle of your service. New users require different personalization compared to your loyal, power users.
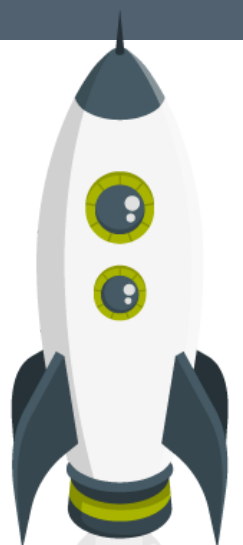
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