

How to MONETIZE SMARTER?

Engage More. Retain Longer. Monetize Effectively.

Engagement is survival for OTT platforms, but it's **only half the equation**. To truly grow, service providers must turn engagement into revenue. **Personalization** makes this possible by driving KPIs, such as retention and consumption, while unlocking smarter monetization through **targeted offers, upsells** and **increased subscriber value**.

THE CHALLENGE

Engagement alone is not enough. Despite tracking detailed KPIs, session time, retention and churn, most services fail to turn these into scalable revenue strategies. Disjointed user experiences and generic content delivery create missed opportunities across the customer lifecycle.

THE OPPORTUNITY

With the right solution, you can have a deeper understanding of your users. You can learn not only what they love but why they love it. This allows you to spend more effectively on content and monetize better on offers and ads that are more relevant to your viewers.

EXAMPLE KPI	WITH PERSONALIZATION	MONETIZATION IMPACT
Conversion and Click-Through Rates	Tailored rails with recommendations, relevant ads and offers.	Ensure sustainable subscription earnings and drive additional revenue per user.
Average Session Length	Dynamic real-time homepages, with personalized rows to keep users engaged.	More viewership means more ad inventory, happier users and even more opportunities for upsell, etc.
Retention Rate	Tailored content keeps users returning, not churning.	Reduced levels of churn and increased lifecycle for users, reducing the need to recruit more.
Effective Catalog Size	Personal recommendations drive discovery across items in the catalog and reduce the amount of unused content.	Helping you monetize your long-tail content and spend your budget smartly after understanding what your users are actually watching.

YOUR DATA YOUR WAY

Build your own dashboard for the KPIs that matter most to you, utilize our KPI builder to make smarter decisions for your business.

THE PROOF IS IN THE RESULTS



120% **increase in viewing time** for a short-form video platform in Asia



Increased revenues by 26% for a multi-national operator



Increased plays by 21% for an operator, compared to a competitive recommendation solution



2.5x click-through-rate for a broadcaster service offering text-based, audio and video content

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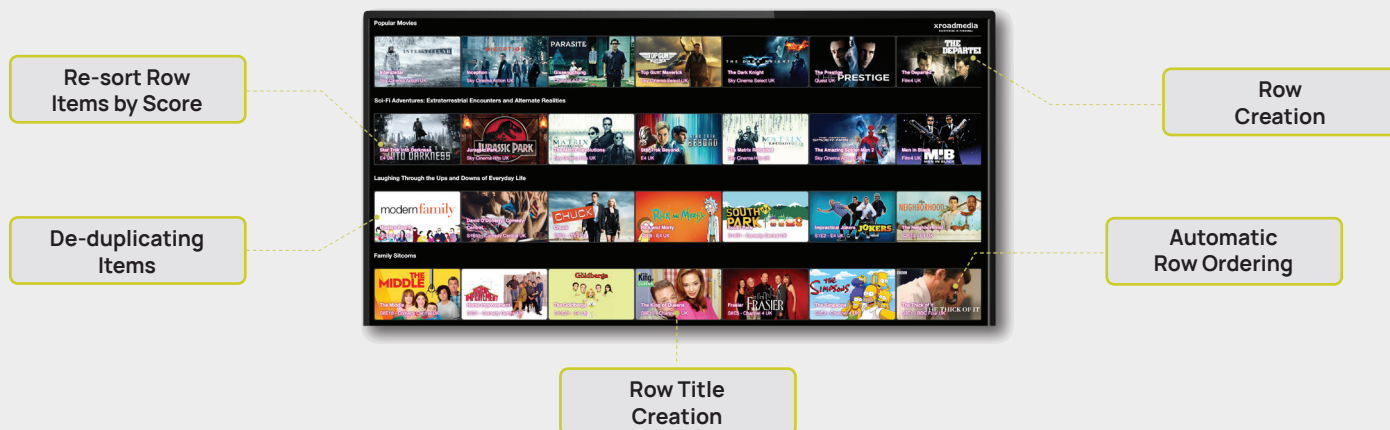
Powering a More Enjoyable Entertainment Experience

MATCH MORE CONTENT WITH ALL OF THE RELEVANT USERS

For more than a decade we help media companies to make their services and experiences more relevant to their audiences. Regardless if you are a provider focusing on a single business model or someone who offers multiple digital media types to users, we have the right tools to improve engagement, retention and monetization of your audience. At any given time, we can give **EACH** user a percentage interest score for **EVERY** asset in your catalogue with our Predictive Content Scores.

Create the best homepage powered by **Predictive Content Scores**. With complete editorial control, dynamically reorder every row and items within in a row based on users' profiles and preferences.

Powerful Personalization Use Cases



RESULTS THAT MATTER



Personalized recommendations on the homepage can boost CTRs by

80-90%



25%

increase in time spent for large telco users on a set-up box app with XroadMedia



59%

increase in plays compared to a traditional recommendation system, as content was easily discoverable within the homepage for one large operator

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