

Supercharge Customer Loyalty with Powerful Intelligence

Deeper Insights for Closer Relationships



Why Evergent and XroadMedia?

Combining Evergent's proven monetization platform and XroadMedia's personalization solution brings **content intelligence** to churn prevention. Keep your subscribers returning rather than churning and increase customer satisfaction by offering the right content at the right time.

Always make the right decision for all your customers, no matter where they are in their lifecycle.

Personalized experiences will drive users forward with upsell opportunities and create more value from the individual relationship.

By bringing together the expertise of different markets and audiences from around the globe, the well-meshed combination of Evergent and XroadMedia can offer prospective customers a **distinct edge when trying to boost retention and outperform the competition.**



About Evergent

The Evergent Monetization Platform is the global leader in customer lifecycle management and monetization for digital service providers. It delivers agility and flexibility that allows enterprises in the subscription business economy to launch new services rapidly with the ability to respond to changing market demands.



Fully configurable platform, with a modular approach to provide customers all the self-service capabilities and flexibility to make changes quickly based on business-aligned objectives.



Seamless integration, through extensible API to easily integrate with any application required including payment gateways, general ledgers, taxation systems and more.



A frictionless solution, built on distributed architecture using modern technology and operating structures (DevSecOps / SRE) to deliver interconnected ease of service and optimum business value that is scalable.

About XroadMedia

XroadMedia was founded by leading industry specialists with more than 20 years of experience in the areas of content discovery, navigation and targeted advertising, provides innovative personalization solutions exclusively to streaming and media companies. Helping drive results such as increasing time spent in app and the number of returning visitors to contribute to a growth in revenue and decrease the likelihood of user churn.



Personalizing every touchpoint, not just within the UI but notifications, advertisements, and more that can be enhanced to improve audiences' experience.



Effortless personalization that can be trialed in your service without touching your code! 100% productized, which is easy to integrate with any OTT platform.



A flexible solution, working around your services and your KPIs, driven by your core focus to help the growth of your platform.

**Add content intelligence
to your strategy today.**

Get in Touch