Revedia

Revedia Churn Management for OTT

Maximizing Revenue and Reducing Churn

Over-the-top (OTT) media services have driven significant change in the 21st century entertainment industry, but face persistent challenges in retaining the customer base so vital to their growth.

OTT providers already face an average subscriber churn rate of 41% in the U.S. market. In 2020, year-over-year churn increased an additional 6% -- leading to a decrease in revenues and an increase to already-high customer acquisition cost. With a further 28% of U.S. viewers planning to cut their subscriptions, OTT providers are looking for ways to gain subscriber insights and mine their content in order to reduce churn and increase revenue.

Challenge

Reducing subscriber churn is a key challenge facing OTT providers. Understanding why customers want to cancel before they act can seem like an unsolvable problem, especially given the amount of data analysis required to do so. OTT providers need in-depth, current insights into user and content patterns as well as early notifications of identified engagement behaviors to stave churn and increase engagement. OTT providers of all sizes face one or more of these challenges:

> **Difficulty allocating adequate resources to ingesting and normalizing heterogenous data structures from disparate sources**

> **Lack of clarity as to what actions to take based on the data**

> **Data does not arrive in real time or with a consistent cadence**

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Average subscriber churn rate in the U.S. market

6%
Year-over-year churn increase in 2020

28%
U.S. viewers planning to cut their subscriptions

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> **Dependence on in-demand data scientists to analyze and interpret data**

> **Purely reactive data analysis limits operational agility and applicability of insight**

> **Data visualization is non-customizable and difficult for business users to understand**

> **Significant investment is required in talent and analytics technology to scale insight**

> **Constraints of data breadth and quality due to unscalable solutions or too many sources**

Solution

Revedia for Churn Management is a cloud-based revenue optimization platform that delivers actionable content and subscriber intelligence to acquire, retain, and engage customers. It addresses concerns around subscriber churn using a time-tested artificial intelligence (AI) platform that is purpose-built to solve churn problems, provide subscriber and content insights, and maximize revenue from an existing subscriber base. The patented Revedia AI engine uniquely combines supervised machine learning, unsupervised machine learning, and topological data analysis (TDA) for unprecedented data intelligence.

Revedia accelerates time-to-value with proven technology and capabilities so teams don't have to build their own data lakes and normalization processes from scratch. An accessible software interface provides out-of-the-box dashboards with metrics that provide meaningful and immediate value to technical and business users alike.

Revedia for Churn Management helps OTT providers mine high-quality, actionable insights and comprehensive analysis from data streams, teams, and platforms they already have.

Analysis provided by Revedia includes but is not limited to:

> **Compilation of user authentication data like login frequency and device access, pointing OTT providers to key partnerships that provide high ROI and user experience enhancements on certain device types**

> **Payment data, including customer payment expiration data alerting providers of when to reach out for current information to minimize subscription lapse and impact of subscription level costs**

> **Marketing program data confirming the influence and reach of promotional strategies to optimize impact on subscribers**

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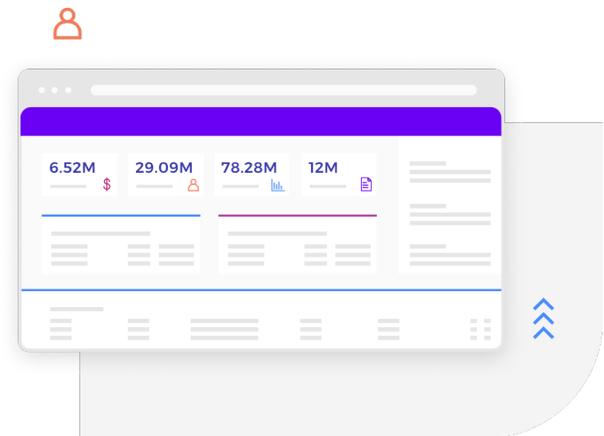
- › **Demographic insights including device usage and location, to identify key drivers of consumption**
- › **Aggregate behavioral data from all servers that power the app including: detailed content search, login and session frequency and duration, and content genre and theme preferences**
- › **Quality of experience (QoE) data from in-house and third-party performance tracking services that includes data points like initial start time, rebuffer instances, and average bit rate quality**
- › **Aggregate data for all subscribers and segments such as daily and monthly active users and revenue-impacting trends**

Benefits of Revedia for Churn Management

Predictive churn detection and segmentation

Revedia validates existing systems by analyzing historical data and defining churn rate benchmarks. As real-time data comes in, Revedia blends supervised and unsupervised machine learning (ML) to segment users into groups of high, medium, and low risk for churn in any upcoming window of time. Prescriptive, data-driven measures allow OTT providers to retain and engage those segments with specific, targeted actions.

Reduced customer acquisition costs (CAC)

Because of the low barriers to entry and exit with OTT services, providers can increase their CAC and ROI by retaining more subscribers and courting fewer new or returning customers.

To realize the specific benefits Revedia can bring to your business, contact us to begin your proof-of-concept.

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