



Acquiring and retaining OTT customers

CHALLENGE

A leading national broadcast network launched its own OTT platform to stay competitive with new digital entrants, but venturing into new territory presented new challenges.

The digital customer journey generates a massive amount of data: clickstreams, payments, subscriptions, viewership, and more. But the systems that capture this data were siloed and data quality was inconsistent. Without a holistic view of its customers, the network struggled to answer questions related to marketing ROI and customer lifetime value.

SOLUTION

After integrating subscriber data, demographics, website interactions, CRM, and payment data into Foundry, the network created a holistic view of all subscribers and their interactions. Now, both technical and non-technical teams drive critical business workflows such as:

Cohort creation for targeted campaigns

By creating cohorts quickly and integrating them with Salesforce, the network can continuously A/B test new customer acquisition strategies.

Reliable CLV metrics

The network instantaneously calculates the expected revenue for each customer segment.

Customer lifecycle tracking

Whether it is tracking marketing channels or product improvements, the network now understands how their actions impact the customer journey through their platform.

IMPACT

- In one key campaign, engagement of the target group increased by 300%.
- The network launched 5x more campaigns over the same period.
- Decisions on how to allocate marketing budgets are now fully data-driven, maximizing revenue and ROI.