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How a Top OTT platform used Analytics to improve Customer Experience and Retention

Paving the way to customer retention and delight with Analytics

Traditional TV audience has been steadily moving to OTT (Over the Top) for variety and freedom of choice. There has been a surge in the programming on these platforms. Both originals and syndicated content across genres are being added every day to acquire and retain viewers. As shutters came down on the movies, viewers across categories and age groups moved towards OTT in the first quarter of 2020. The enthusiasm is leading to an unprecedented 55% rise in revenue globally. But the stickiness among viewers continues to be a concern. In the US alone, the audience churn had jumped up to 41% from 29% last year. One in every four viewer leaves the platform after browsing for some time, as they are undecided on which programs to watch.

As streaming services become more popular and choices flood the market, the competition to gain and retain customer attention grows a few notches higher. Leading players rely on constant data streams from multiple sources to understand their customer choices and influence the consumption pattern with the right interventions at the moment of truth.

Tavant Supports a Leading OTT Service with Analytics and Data-Driven Solutions

Customer acquisition and retention is a major challenge for many OTT players. What drives the content strategy and customer marketing programs is the live, on-the-go analysis of vast data from multiple devices and varied formats.

Tavant has been an active participant in the evolution of OTT platforms, supporting global media organizations. We have been supporting one of the largest global OTT companies for over a decade in building data-driven customer-focused approaches for better market share. Working as an extended team of the client, our data scientists and engineers deliver **on the go analytics** across platforms, using some of the most advanced tools and technologies. We have aligned our services to support the client as the market dynamics keep throwing new challenges, as the data volumes increase, and audiences continue to demand more indulgence.
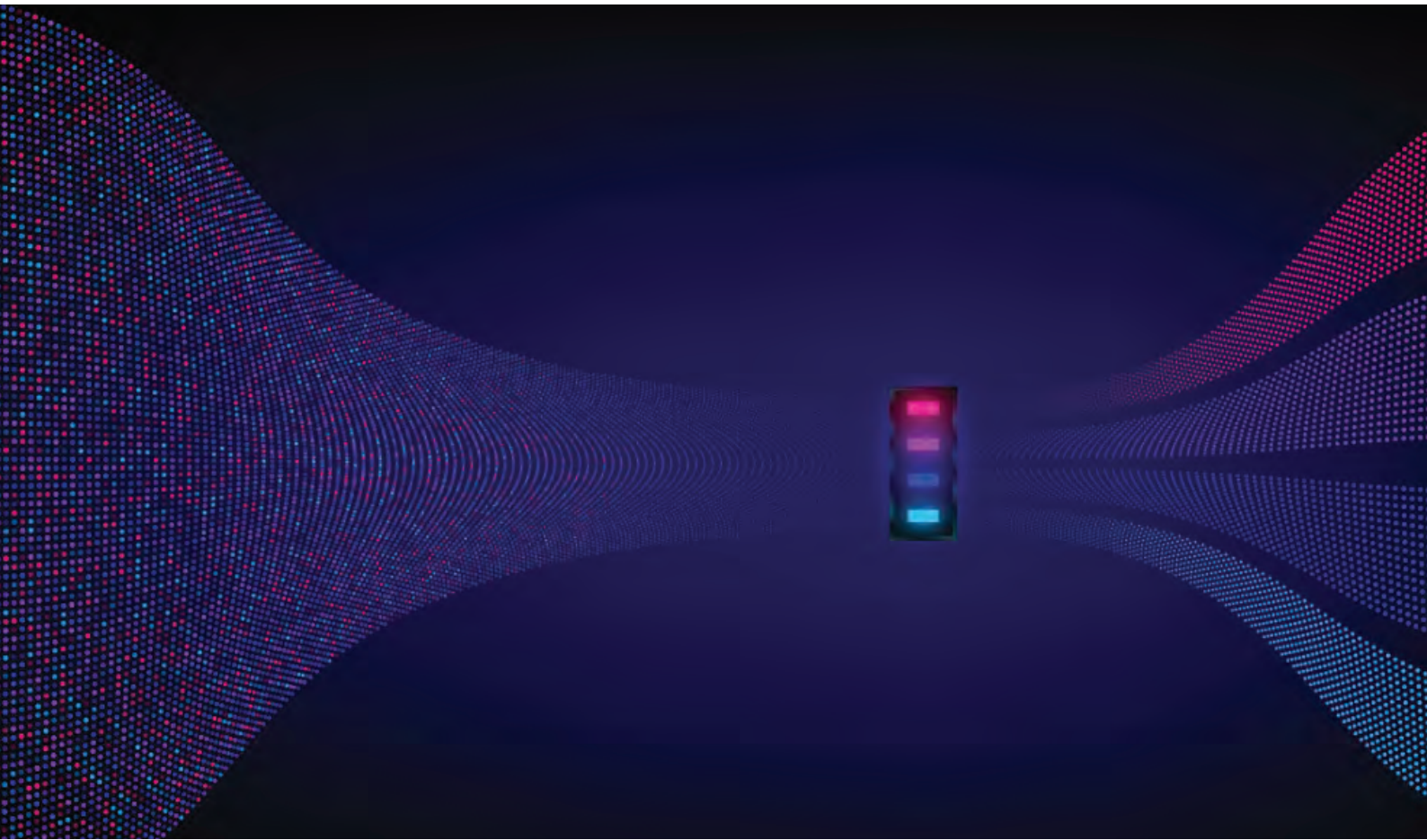
Translating Data Streams to Business Insights

Studies show that viewers spend close to 20 hours every week on OTT platforms in the US. But for most time, they are moving between channels for content aligned to their taste. Customer loyalty in the face of varied choices is a challenge.

Tavant teams support the client in gaining deep customer insight to build a cohesive content strategy by translating multiple data streams, including content consumption, subscription, marketing, payments, accounts, and third-party sources. They create a set of structures and airflow-based processes to help analysts plug their metrics into the above and more data sources. This data is essential for data scientists and analysts to derive useful metrics and report them for executive dashboards. Our teams aggregate data from platforms including Conviva, Adobe, and Kochava to ingest, collate, analyze, and push out insights for informed decision making. Leveraging AI, ML, and advanced analytics, we provide ready to consume insights, making it easier for the client teams to strengthen their customer strategies.

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Defining Data Structure and Metrics for Strategic Focus

2020 has been a boon for online streaming services with record subscriptions. But the challenge remains in retaining the customers. Several factors, including cost and choice of programs, lead to the cancellation of subscriptions at the end of the promotional period. The rising churn figures are a significant concern for the industry.

However, Tavant has been working with the client, creating data structures to predict and plug churns for almost a decade. Our experts support analysts and marketers in the client team to follow the right metrics in predicting and capping churn. Our teams created a templated architecture and deployed it into the ETL solution to equip analysts to plug their metrics into the data and concentrate on logic rather than the daily execution. Creation of the right metrics and data structures for churn modeling increases content engagement, improving subscription activity.

Orchestrating Customer Engagement and Recommendation System

Customers engage in varied ways with streaming platforms. Decoding the desire to serve them the content of their choice forms the core of all marketing efforts. **Clickstream data** delivers critical insights on customer behavior while surfing the various interfaces of an OTT platform.

Tavant teams collate multiple clickstream data on a proprietary tool to create a pipeline for ML models, helping analysts in the client team to decipher customer choices. As viewers watch movies, search through a set of recommendations, click the play button, or scroll vertically and horizontally for a choice of content, our teams collect and analyze the transactional clickstream data across the streaming website and the apps of the client to uncover the consumption patterns. The analysts working on creating **Machine Learning algorithms** leverage these datasets to make recommendation systems while other teams use these for reporting and dashboarding.

Augmenting ML Pipeline for Data Modeling

The discerning audience is becoming increasingly sophisticated in their choice. Their behavior is evolving almost every minute, keeping the marketers on their toes to interpret customer intent and win their trust. However, the viewers leave enough cues to decode their preference in the form of data across various platforms. Predictive modeling of these data streams allows marketers to build future roadmap. Tavant experts supported the client-side analysts in building Machine Learning (ML) models to design effective customer-centric campaigns.

Data scientists and machine learning engineers use Databricks notebooks to build and evaluate models. Once the model is developed, the entire pipeline from data cleansing to transformation to model building and testing has to be incorporated into the daily data workstream for streamlined testing and execution. Our teams integrated Databricks notebook solution into Airflow DAGs to accelerate data ingestion into machine learning processes. This led to continuous development and improvement of ML models, equipping the client to arrive at precise data points in designing more successful campaigns.

Enhancing Marketing Analytics with Intelligent Data Warehouse

Data across interfaces is the key to get closer to the audience for an Over-the-Top service. However, aggregating data from multiple streams in real-time requires expertise beyond the ordinary. Analyzing data from marketing campaigns run by the numerous streaming channels on the client platform was a major challenge. The client environment had multiple tools to run marketing campaigns. Kochava was one of the third-party platforms collecting all marketing data in its raw form.

This data has to be combined with data from other platforms and aggregated to make it consumable for client-side analysts. Our teams aggregated marketing data from Adobe, Kochava, and other third-party platforms using Airflow DAGs into the Snowflake database. The data warehouse solution was designed to manage the flow of big data and real-time analytics. This aggregated data provided the base for ML modeling and set better KPIs for success. The client was thus enabled to improve the performance of their marketing campaigns.

Boosting Subscription for Partners with Streaming Insights

OTT platforms are constantly building on their content pool to provide varied choices to their audience. However, customer stickiness is not achieved just by having rich content. As players bring together content from different partners on their platforms, ensuring high visibility is essential to boost consumption, as per audience preference. Consumption patterns are not homogeneous. They differ across geographies, age groups, and household income brackets. Throw in the seasonal events or festive fare; the choices become more complex to decipher. OTTs onboard various partners to cater to all the different tastes across seasons and cross-sections of their audience.

The key is to remain relevant to the audience by deciphering their choice by analyzing various data streams. Our client had a large set of partners across the APAC region. Tavant experts designed solutions to aggregate all data into the datastore. This was leveraged to create fact-dimension-based structures and perform transformations to allow downstream components like metric stores to consume this data for advanced analytics, ML modeling, and reporting. This equipped the client to create metrics on the entire dataset, along with data aggregated across the partner universe in APAC. The marketing team was enabled to develop better models to drive higher subscription and content visibility.

Production Support for Failproof Reporting and Ontime Decisions

Informed decision making is key to building consumer connect. OTT players need round the clock support to ensure that stakeholders have access to the right data near real-time to design the most appropriate interventions to nudge customer journey. They need advanced monitoring to manage complex and heterogeneous data streams. The client was running over 200 Airflow DAGs every day. Any upstream failure could cause data delays on all downstream processes hindering the delivery of the right data to stakeholders.

Tavant built an execution model to streamline decision making and overall execution. Our production support teams took charge of monitoring daily process runs and intervened proactively in case of any process failure. The team would also create incident and resolution reports in case of any impact on the SLAs for data delivery. Our round-the-clock monitoring always ensured all stakeholders had access to the required data for informed decision making, delivering tremendous business value.

Final Thoughts

Tavant has been a technology partner of choice, enabling innovation powered by advanced technologies for real-time analytics. The team supported them throughout the journey, to deliver a seamless viewing experience to the customer base. Even as these platforms evolve with increased subscriber bases, the need for continued intervention in the customer journey will become more pronounced. The players at the helm of real-time data analytics will win over and retain their viewers with the right content mix, served to the audience according to their taste.

Tavant is continuously innovating to build intuitive products and services to aid the media giants in customer-focused campaigns and derive the best results from their marketing spends. The fight for customer attention only gets more intense here on, and Tavant teams are geared up with the latest tools and technologies to lead our clients in staying ahead of the competition.

About Tavant

Headquartered in Santa Clara, California, Tavant is a digital products and platforms company that provides impactful results to its customers across North America, Europe, and Asia-Pacific. Founded in 2000, the company employs over 2500 people and is a recognized top employer. Tavant is creating an AI-powered intelligent enterprise by reimagining customer experiences, driving operational efficiencies, and improving collaboration.

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