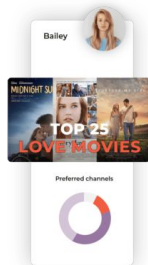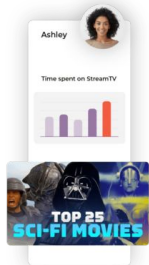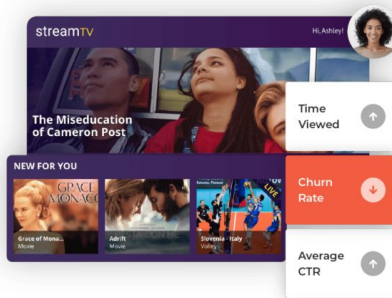# Marketing Engine

Turn behavioral intelligence into targeted promotions

Breaking through the walled garden

Streaming services have reached a data goldmine, with richer insights into the customer discovery journey than ever before.
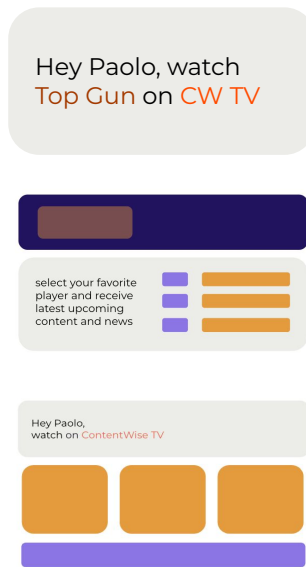
New privacy regulations are creating "walled gardens," while fierce competition for shelf space and low switching costs make subscriber churn an urgent, everyday threat.
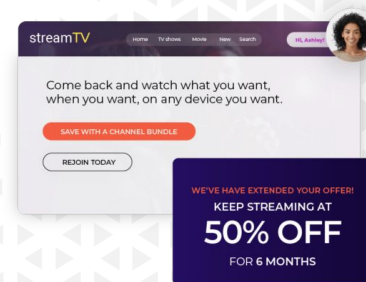
How can you transform your first-party data into a meaningful dialogue that shifts the focus from simple acquisition to long-term viewer retention and engagement?

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Turn behavior into targeted promotions

- Discover and engage new relevant audiences at scale

- Maximize revenue by selecting upsell offers for every user

- Identify disengagement and activate win-back strategies to stop churn

Hey Paolo, watch
Top Gun on CW TV

select your favorite player and receive latest upcoming content and news

Hey Paolo,
watch on ContentWise TV

ContentWise Marketing Engine is a tool-set designed to automate and optimize promotions directly within the streaming discovery journey.

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Use cases

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Scale audience through behavioral intelligence

General demographic targeting is too broad to build specialized audience cohorts for niche content.

Identify traits of highly engaged "Power Fans" to discover lookalike audiences and tailor content pricing and awareness campaigns.

Build a more nuanced marketing strategy that moves "casual" users deeper into your funnel toward loyal advocacy
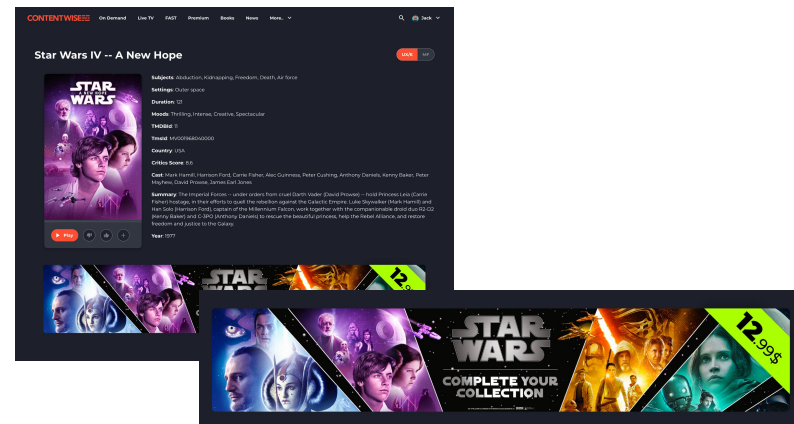
Convert interest into revenue

Users often face a "paradox of choice" with too many package options, leading to decision fatigue and lost sales.

Automatically rank and select the optimal add-on or subscription offer based on real-time user fit and viewing history.

Shorten the path to purchase by replacing generic heuristic rules with personalized, context-aware offers.
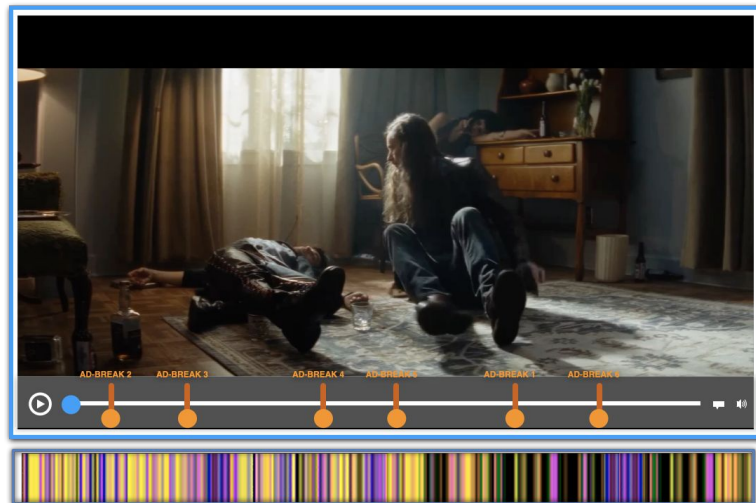
Deliver contextual Ads, enhance discovery

Traditional ad-breaks are often out-of-context and interrupt the narrative, frustrating viewers.

Map scene-level metadata to IAB categories to find optimal, non-intrusive break moments relevant to the content context.

Drive higher impressions and conversions by aligning promotional messaging with the viewer's current mood and interest.

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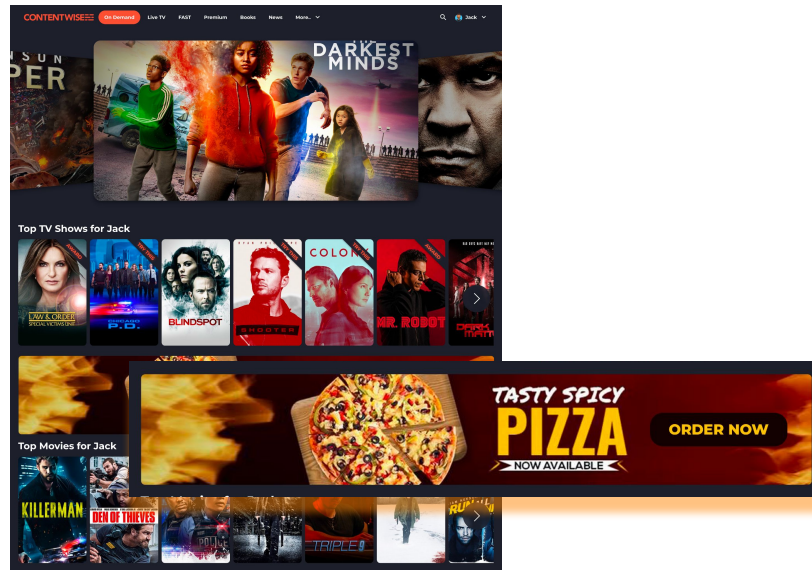
Stop churn before the "cancel" button

Manually identifying "at-risk" users is slow and often happens after the viewer has already disengaged.

Use behavioral data to detect early signs of dormancy and trigger specialized "sweetener" promotions or win-back messaging.

Increase Lifetime Value (LTV) by providing clear re-engagement propositions at the exact moment a user shows intent to leave.
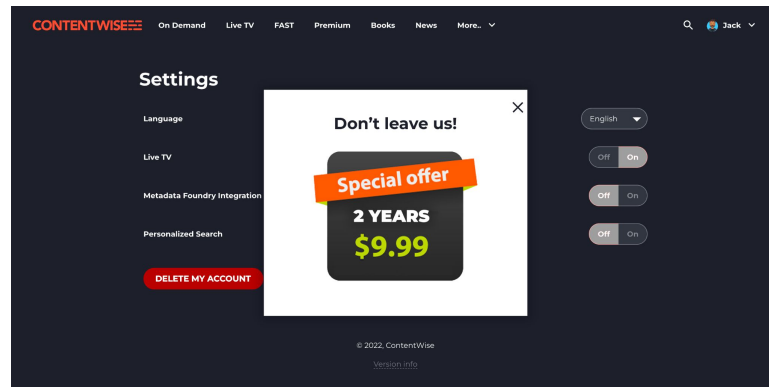
Maximize viewers LTV

Deliver in-experience promotions!

BOOK A
DEMO!

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