

# Attract with Content, Retain with Experiences



Subscriber behavior has radically shifted in the past year — not only is more content being consumed than ever before, the emergence of new media platforms means subscribers (and advertisers) have infinite options for high-quality content. To adapt to rising expectations, content providers are investing in understanding subscriber preferences to improve personalization, increase lifetime value, and guarantee ad revenue.

## How we help content providers

With Medallia, content providers can act on real-time subscriber signals to transform critical aspects of the content journey. By allowing subscribers to give feedback how they prefer, via voice, SMS, or video, and applying AI to analyze that feedback along with behavioral signals, Medallia's platform provides a unified view of what subscribers want and need. Most importantly, tailored insights are shared directly with the product and program managers, marketing leaders, ad sales ecosystem, and support agents who can take action and drive the changes subscribers want to see.

"...We've been able to galvanize the entire company around a strategy and product roadmap that meets the demands of our customers. For us, verbatim customer feedback is gold."

**RingCentral**

## Solutions that support the entire subscriber journey

### Attract new subscribers with crave-worthy content

Go beyond subscriber likes and dislikes; use direct video, speech, or open-text feedback to understand what content themes and concepts will drive the greatest return on investment.

### Remove friction from the user experience

Embed feedback requests and listening posts throughout the platform to capture the why behind feature engagement metrics. Surface actionable suggestions for better content curation, greater levels of personalization, and ways to improve the user interface.

### Unlock critical insights from the contact center

Turn every support call, chat, or email into a research opportunity with best-in-class speech-to-text transcription and text analytics. Uncover customer effort, churn risk, and suggestions from every interaction, and distribute those insights to key stakeholders across the organization in real-time.

### Optimize the trial funnel

Visualize the trial journey across subscriber segments to discover what experiences result in conversions to paid subscriptions. Deepen insight with verbatim feedback describing why subscribers upgraded or let their trials lapse.

### Understand cancellations and engage at-risk subscribers

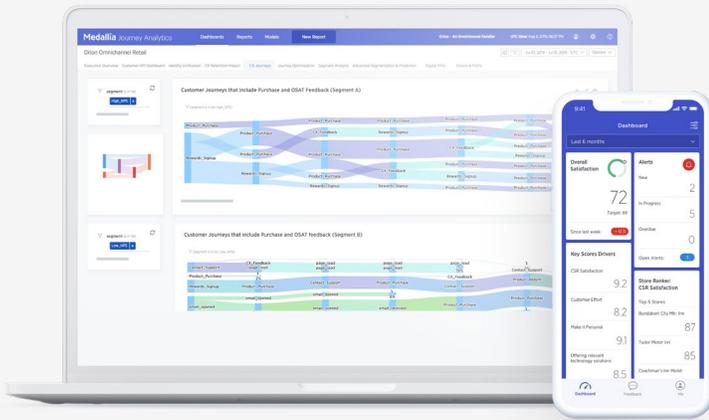
Quickly surface trending cancellation themes through AI, machine learning, and natural language processing. Use these insights to identify subscribers at risk of churning, and proactively engage them with offers or resources.

Leading brands that use Medallia



## Medallia Experience Cloud for media

The Experience Platform designed to help you drive revenue at every point in the subscriber journey.



### Broad signal capture

- Text, voice, video, surveys
- Unified view of conversion, usage, & satisfaction
- On-demand focus group & research insights

### Intelligent platform

- Cross-channel journey analytics
- AI-analysis on structured and unstructured data
- Advanced churn prediction modeling

### Widespread action

- Role-based insights
- Powerful martech integrations
- Automated two-way SMS messaging

### Pre-configured apps

- Web & in-app digital
- Contact center
- Account management

### Integrations



servicenow



## Delivering industry-leading impact

Medallia's experience management solution helps deliver business impact and value. Our customers have achieved:

### 50% IMPROVEMENT IN RETENTION

Identified and escalated common pain points to reduce the friction that caused attrition.

### MILLIONS IN REVENUE RETENTION

Saved \$198M in revenue by identifying and saving at-risk accounts.

### A BOOST IN CONVERSIONS

Combined targeted feedback with Adobe Analytics performance data to eliminate bottlenecks.

### FEWER SUPPORT INQUIRIES

Reduced volume for a recurring issue by 70% through a more user-friendly and informative digital experience.

**Medallia**

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