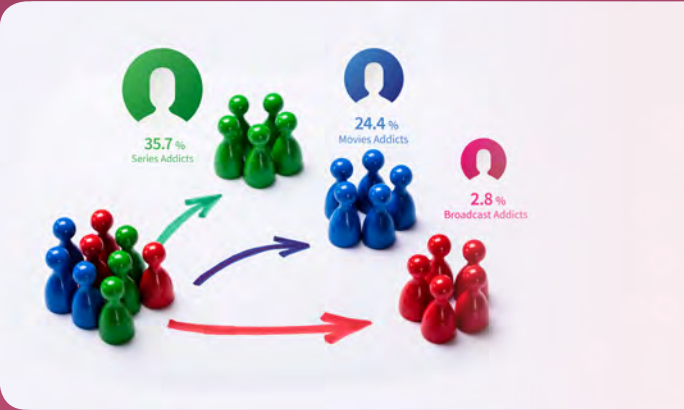




# Actionable Segments

JUMP Actionable Segments is a **clustering tool that identifies user behavior relationships** and breaks them into segments to trigger targeted marketing activities for each of them



**Identify segments** by engagement, content type, content genre and CLTV

Understand user behavior relationships across the user base and cluster them for segmentation purposes.

- » Identifying relevant user engagement clusters
- » Identifying relevant user consumption type clusters
- » Identifying relevant genre consumption clusters



**Make an impact** using the right multichannel marketing campaign

Launch multi-channel marketing campaigns to each identified audience segment to impact users with marketing actions, such as:

- » Engagement promotional campaigns
- » Content campaigns by genre segments
- » Content campaigns by content type
- » Low spender upselling opportunities



**Track campaign performance** to measure effectiveness

Once the marketing team actions have reached the audience, it is crucial to track their performance to learn what the most effective actions are for each business scenario.

JUMP provides business analytics and AI capabilities to leading video service providers around the world



## Package Description

Starter <i>Monthly fee</i>	Professional <i>Monthly fee</i>	Advanced <i>Monthly fee</i>	Custom
\$0	\$3,000	\$7,000	Talk to Us
<b>Up to 250K</b> video views/month	<b>Up to 12MM</b> video views/month	<b>Up to 50MM</b> video views/month	TBD
Starter package is for small video services who wish to gain clarity over their content catalogue performance.	Professional package is designed for video services who are interested in getting insights about their business performance, audience and content but are not looking for a holistic solution.	Advance package is designed for video services who are interested in getting a holistic view of their business performance, audience, content and user experience.	When you need a different set-up for your business needs or your video service supports higher data volumes.

## Features included

Predefined clusters: Audience consumption type clusters • <i>Live, VOD, etc.</i> Genre consumption clusters •	✓	✓	✓	TBD
Predefined clusters: Audience engagement clusters • Engaged, Sleeping, Inactive, etc. • CLTV clusters •	○	✓	✓	
Segments configuration	○	○	✓	
Marketing campaigns with Mailchimp integration	○	○	✓	
Marketing campaigns with Push notification integration	○	○	✓	
Marketing performance metrics	○	○	✓	
Apple's Siri and Amazon's Alexa voice assistants integration	○	○	✓	

## Data Management

Multiscreen Native SDKs Web, Mobile, STBs, Game Consoles, SmartTVs	Web, IOS, Android	Web, IOS, Android, SmartTVs	ALL	TBD
Data retention	15 days	1 year	2 years or TBD	
API Access	○	✓	✓	
Supported backend to retrieve audience and content events on JUMP Platform	Comcast Technology Solutions Brighcove Accedo Google Analytics Toolbox	Comcast Technology Solutions Brighcove Accedo Google Analytics Toolbox Ooyala Kaltura Vimeo Vimond CSV or other format export	Comcast Technology Solutions Brighcove Accedo Google Analytics Toolbox Ooyala Kaltura Vimeo Vimond Any other backend CSV or other format export	

## Support

Phone & Private Slack channel support	○	○	✓	TBD
Customer Success manager	○	○	✓	
On boarding support	○	✓	✓	
Documentation	✓	✓	✓	
SLA	○	✓	✓	

## Contract

1 year	2 years	2 years	TBD
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