



Deep Insights

The all-in-one **business intelligence tool** that provides insights about your service's overall business performance, **audience activity**, **content watched**, and the **experience provided**



Understand your **service's business performance and audience activity** to better define acquisition, retention and engagement strategies

An agile analysis of overall video service business performance is crucial to be able to take immediate action in order to increase conversion, retention, and engagement.

- » Service discovery
- » Service acquisition
- » Service monetization
- » Audience activity
- » Service cancellations



Understand your **content catalogue performance** to make better editorialization and content acquisition/production

Gaining insights into how content is watched and what the most successful content and consumption types are is a core part of daily video service management.

- » Consumption type performance
- » Content type performance
- » Content genre performance
- » Top performing content
- » Low performing content
- » Content providers performance



Improve your **service user experience** on every screen identifying blockers and adjusting the user experience

Gaining insights into how the user experience is performing is a core part of video service product management. It drives actions like product feature prioritization, and changes in user experience that impact overall customer engagement.

- » User flow performance
- » Identification of the blockers in the user journey
- » Content catalogue performance vs UX sections and components

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



Package Description

Starter <small>Monthly fee</small>	Professional <small>Monthly fee</small>	Advanced <small>Monthly fee</small>	Custom
\$0	\$2,500	\$8,000	Talk to Us
Up to 250K video views/month	Up to 12MM video views/month	Up to 50MM 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

Service discovery	○	✓	✓	TBD
Service acquisition	○	✓	✓	
Service monetization	○	✓	✓	
Audience activity	○	✓	✓	
Service cancellations	○	✓	✓	
Consumption type performance	✓	✓	✓	
Content type performance	✓	✓	✓	
Content genre performance	✓	✓	✓	
Top performing content	✓	✓	✓	
Low performing content	✓	✓	✓	
Content providers performance	○	✓	✓	
User flows performance	○	○	✓	
User journeys blockers identification	○	○	✓	
Content catalogue performance vs UX sections and component	○	○	✓	
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

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

Contract

1 year	2 years	2 years	TBD
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