



JUMP
DATA DRIVEN VIDEO

Retention

JUMP Retention is a **churn management solution**, based on machine learning technology, that allows video service providers to predict **how likely their audience is to leave** the service and why, and **impact the at-risk audience** in ways that **influence** their future behaviour.



High Risk Users

Understand when your audience is at risk and why

Sometimes users just have to – or want to – leave a video service. It is important to understand in advance when this happens, and if there is a trend.

Even more importantly, understand why they are about to leave, so retention campaigns can be launched.

- » Churn risk scoring
Top risk users, High risk users, Low risk users
- » Segmented churn analysis to make smart decisions
Main device, Audience Cluster, Geographical Region, Trial or Paying Users

- » Main Churn influencers identification

Make an impact using the right multichannel marketing campaign

Multi-channel marketing automation lets you make an impact on users with retention marketing actions, such as:

- » Engagement promotional campaigns
- » Retention promotional campaigns
- » Win back campaigns

↓ 4.9%

Top Risk Users

14,2K
before action
Top Risk Users

11,4K
to date
Top Risk Users

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	\$5,000	\$15,000	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

Cancellations vs total hours watching content	✓	✓	✓	TBD
Cancellations vs category most watched	✓	✓	✓	
Cancellations vs customer lifetime	✓	✓	✓	
Customer churn rate	✓	✓	✓	
Customer churn risk	✓	✓	✓	
Churn main influencers variables overview	○	✓	✓	
Churn main influencers variables detailed analysis	○	○	✓	
Churn performance metrics	○	○	✓	
Marketing campaigns with Mailchimp integration	○	✓	✓	
Marketing campaigns with Push notification integration	○	○	✓	
Marketing performance metrics	○	○	✓	TBD
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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