mobilewalla

MEDIA AND ENTERTAINMENT

Media and content consumption patterns have undergone a dramatic evolution with the explosion of on-demand streaming services and over-the-top (OTT) platforms. The global lockdown accelerated their tremendous growth, and viewers are engaging with various devices and sources more than ever before. However, ad sales have been impacted as other channels and technologies fight for these dollars.

As media and entertainment companies face the challenges and opportunities that come with this rapid development and increasing demand, a deep understanding of consumers and prospects is key to maintaining business agility and monetizing their business models.

To learn what you need about your consumers to transform their entertainment experiences, start with the data you are collecting today, then look at enriching it with high-quality third-party data.

USING MOBILEWALLA YOU CAN:

Optimize ad delivery and maximize your revenue opportunity on every screen

Get the most out of your platform with a data- and AI-based advertising stack, maximizing your ad sales through a better understanding of your viewers as well as from the devices on which they are consuming content.

Access unique data such as household makeup and CTV usage to capture new subscriber insights to inform your advertising and programming strategies

Access unique data and sophisticated features of households and its members so you can gain a deeper understanding of their content consumption habits and preferences.

Generate new revenue streams by supplying premium data-driven solutions to the digital ecosystem

Leverage data internally to acquire, retain and grow your consumer base, and build and sell audience segments to commercial customers as an additional revenue source.

Attribute advertising spend to online and offline conversion

Understand household make-up, viewing patterns and track the impact of advertising on consumer behavior and brand propensity.

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior. With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

The breadth and depth of our data allows Mobilewalla to build a more accurate understanding of consumer behavior. Through our deep data science and AI expertise, Mobilewalla delivers insights that enable brands to better understand their customers and prospects to drive growth.

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www.mobilewalla.com