Viewership engagement drivers
for a media firm

SG Analytics
excellence, *BEYOND*

Client

A US-based global mass media company having interest in promoting engaging content and premiere telecast editions.

Opportunity

The client wanted to understand how different groups of customers engage differently with the program content, identify optimal engagements, and benchmark the content to reflect audience preferences.

Solution

SG Analytics employed the following four-step solution to resolve this requirement:

- The SGA team studied the various data sources that were readily available.

- The SGA team conducted an analysis to identify more data sources that were not available with the client, but still played a role in influencing viewership.

- The team found out various KPIs of each platform, created a weighted score to obtain a performance calculator using those KPIs, and calculated an index to give importance to various platforms based on business priorities.

- The SGA team imparted a structure to the unstructured social media data from various platforms, using different tools and scrapping algorithms. The team then analyzed the data,| found benchmarks for various entities, and deciphered that content performed well.

Value Delivered

1 Created a one-stop destination across all the data used by various stakeholders.

2 Enabled creation of content for particular platforms and identification of right influencers to sharpen marketing focus.

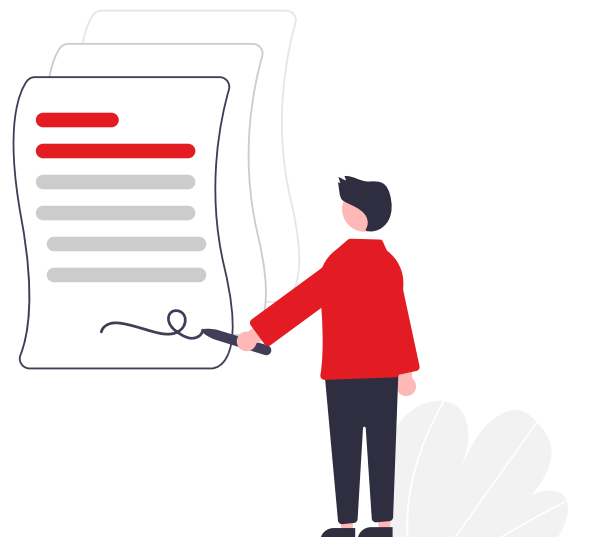**3** Obtained higher engagements across promotional posts, using learning from past data.

4 Improved understanding of the audience groups' perception of various platforms.

To know more about our Customer Analytics Services write to us on **dataanalaytics@sganalytics.com** or contact us on **+1 315 503 4760**