

Streaming Service Enhancing Customer Insights and Reducing Churn with AI

BACKGROUND

A rapidly growing streaming TV service with millions of users and daily interactions faced a common but critical challenge: fragmented customer data. Their analytics were split across several platforms—web engagement tracked by one tool, streaming insights from another—making it difficult to build a comprehensive view of user behavior.

To address this, the company partnered with Syntasa to consolidate data, harness AI, and gain the insights needed to reduce churn, increase conversions, and deliver a more personalized viewer experience.

KEY POINTS

Millions of users and daily interactions created a need for better data management.

Syntasa brought advanced digital behavior analytics and AI expertise to the table.

The collaboration to reduce churn rates, increase trial-to-paid conversions, and enhance customer engagement.

Syntasa enabled the integration of disparate data sources for a holistic view of user behavior and actionable insights.



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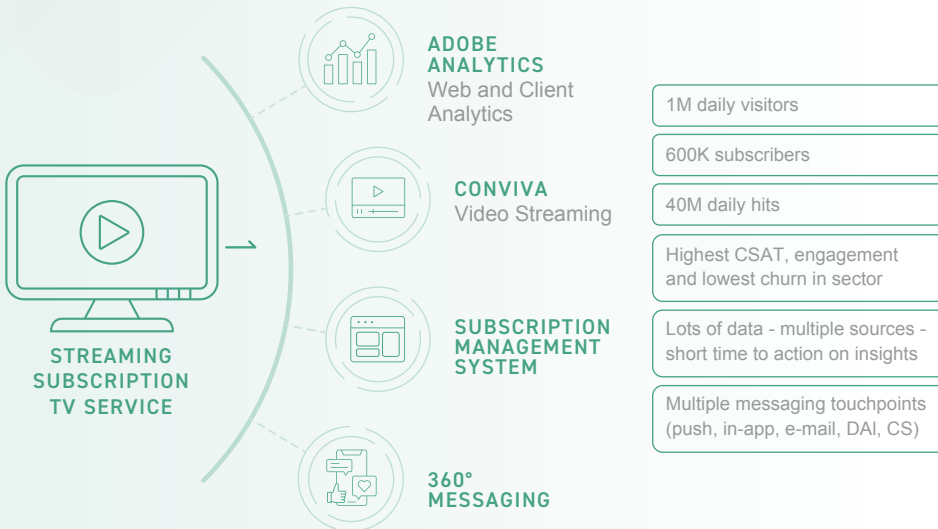
CHALLENGES

The company faced several key challenges:

Data fragmentation: Customer data was scattered across web analytics, video engagement tools, and subscription platforms—creating barriers to a 360° view of the customer journey.

Churn prediction: Particularly during the free trial period, the team needed to identify users at risk of canceling early.

Real-time insights: Despite having vast amounts of data, turning it into actionable intelligence for timely outreach remained a challenge.



Another major issue was predicting and preventing churn, particularly during the free trial period. They needed a way to identify users at risk of canceling early, as this would allow them to intervene in time.

Additionally, while the company had vast amounts of customer data, making sense of it and turning it into real-time, actionable insights to personalize customer experiences was a real challenge.

KEY CHALLENGES

Customer data scattered across multiple platforms.

Predicting and preventing churn during free trials.

Converting customer data into real-time, actionable insights.

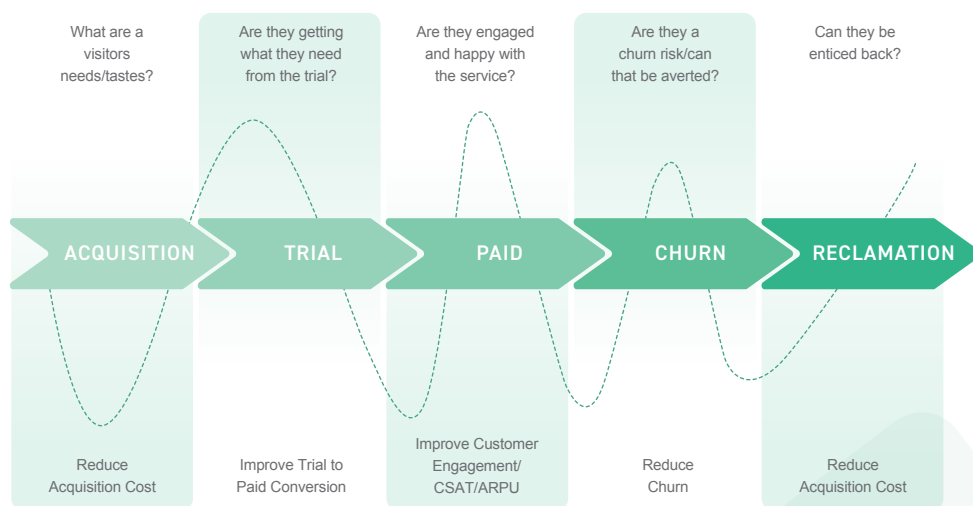
SOLUTION

Syntasa's platform addressed these issues with AI and machine learning models that consolidated all data sources into a single, unified customer view.

This 360° perspective allowed the team to track user behavior from initial sign-up through subscription milestones. With this unified data, Syntasa developed predictive models to identify churn risk—achieving 93% accuracy in predicting cancellation as early as Day 1 of a trial.

With these insights, the company launched targeted in-app messages and emails designed to re-engage at-risk users with personalized content and timely nudges.

INSIGHT INTO USER ALONG JOURNEY IS CRITICAL



/// Case Study

SOLUTION COMPONENTS

AI and machine learning created a unified customer view and real-time insights.

Achieved 93% accuracy in predicting churn on the first day of a free trial.

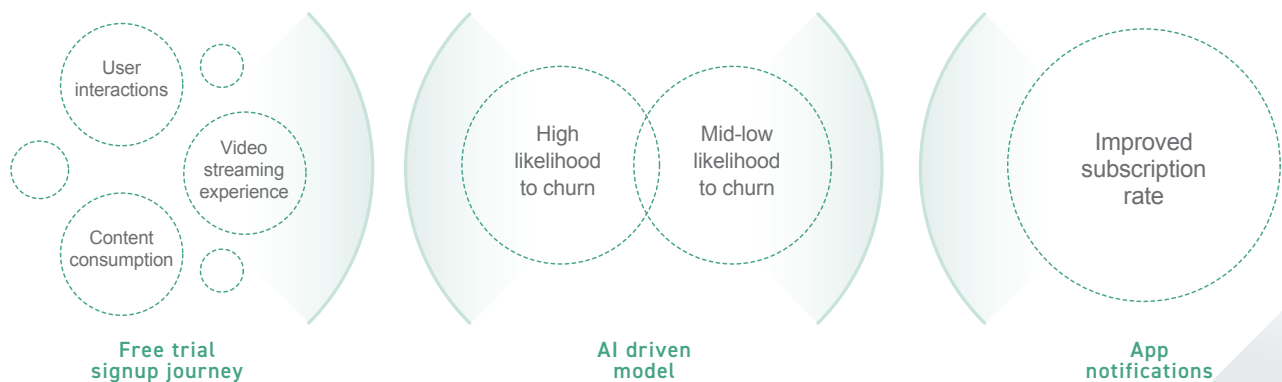
Enabled targeted notifications to re-engage at-risk users.

RESULTS

Syntasa's AI-driven solution delivered immediate results for the company, enabling them to predict with 93% accuracy which users were likely to cancel during their free trial, identifying at-risk users as early as the first day. This allowed them to proactively send personalized app notifications and messages to re-engage these users. By considering factors like user interactions, video streaming experience, and content consumption, the AI model tailored outreach based on individual behavior. These timely interventions significantly boosted subscription rates, successfully converting at-risk users into paying subscribers.

Additionally, by delivering relevant content and personalized recommendations, the company enhanced overall customer engagement and satisfaction.

SMALL CHANGES CAN DRIVE BIG RESULTS



On first day of free trial, AI model was able to identify free trialers that will churn with accuracy of 93%, triggering messaging to improve conversion odds before trial end

KEY ACHIEVEMENTS

Boosted subscription rates by successfully converting at-risk users into paying subscribers through targeted notifications.

Improved customer engagement and satisfaction by delivering relevant content and personalized recommendations.

SYNTASA®

Syntasa's Composable CDP: A warehouse-native, modular platform that captures and unifies customer data to enable personalization, segmentation, insights, and AI models with full transparency and scalable data architecture.

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