How the media industry can benefit from predictive analytics
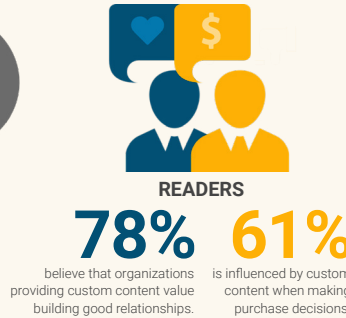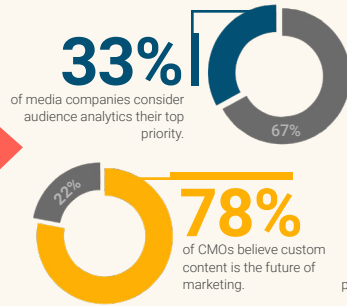
Analance

Helping media practitioners unlock hidden insights about their customers and make data-driven content strategies and decisions.
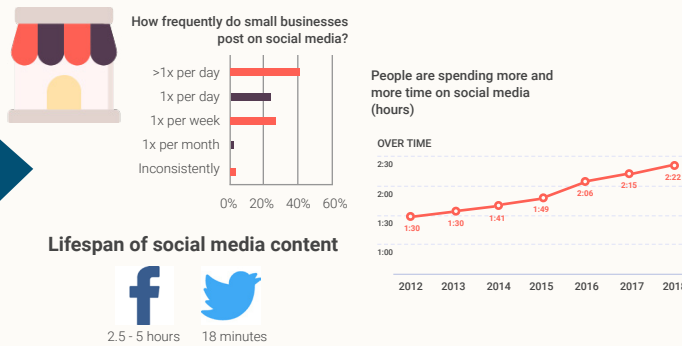
PROJECT	PROBLEM	ANALANCE SOLUTION

PREDICT CUSTOMER BEHAVIOR

33% of media companies consider audience analytics their top priority.

67%

78% of CMOs believe custom content is the future of marketing.

22%

READERS

78% believe that organizations providing custom content value building good relationships.

61% is influenced by custom content when making purchase decisions.
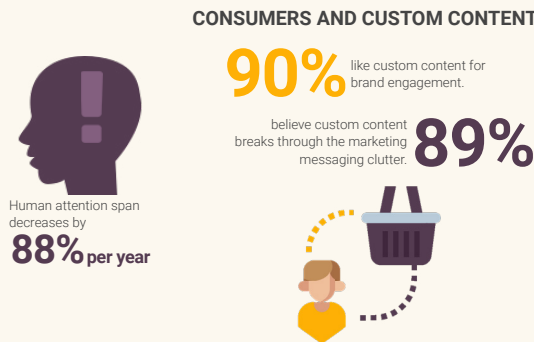
With cluster models, predict customer lifetime value, likelihood of engagement, and even their propensity to purchase. With these insights and a 360° view of customers, effectively create segments and personalize content and campaigns to capture interest and provide a targeted user experience.

OPTIMIZE SOCIAL MEDIA SHARING

How frequently do small businesses post on social media?

- >1x per day
- 1x per day
- 1x per week
- 1x per month
- Inconsistently

0% 20% 40% 60%

People are spending more and more time on social media (hours)

OVER TIME

2:30
2:00
1:30
1:00

1:30 1:30 1:41 1:49 2:06 2:15 2:22

2012 2013 2014 2015 2016 2017 2018

Lifespan of social media content

f 2.5 - 5 hours   🐦 18 minutes

Determine the best time, strategy, and channel for posting content to suit different demographics, time zones, and content types. Extract insights from internal data (time spent online, page views) and external data (weather, trends) to determine when and where your audience will be receptive to your content in real time.

DEVELOP CONTENT STRATEGICALLY

CONSUMERS AND CUSTOM CONTENT

90% like custom content for brand engagement.

believe custom content breaks through the marketing messaging clutter. **89%**

Human attention span decreases by **88%** per year

Drive your content strategy through predictive analytics. Rely on real-time insights extracted from customer historical data such as engagement rate, reading or skimming metrics, and social media posts. This way, you can determine the topics, content, and formats that are sure to capture your audience's attention.

RECOMMEND THE RIGHT CONTENT

So much content is consumed online in the span of a minute:

75%

25% of US online publications are not using a content recommendation engine.

- N **97,222** hours of video streamed on Netflix
- 👻 **2,083,333** snaps shared on Snapchat
- 📷 **49,830** photos posted on Instagram
- t **79,740** posts published on Tumblr
- ♫ **750,000** Spotify songs streamed
- **1,388,889** GIFS serviced by GIPHY
- 🐦 **473,400** tweets sent
- ▶ **4,333,560** YouTube videos watched

Set up a content recommendation engine that present the right content in front of the right people at the right time. Through a market basket analysis, drive user engagement and dictate the appropriate content. With predictive analytics, ensure your audience receives suggestions that appeal to their interests.

For more information, call us at 1-844-Ducen IT or visit www.analance.com

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Ducen is a trusted technology solutions provider that aims to empower Fortune 1000 companies through quality solutions and services. Headquartered in Boca Raton, Florida, we help organizations simplify data management, secure business processes, and deliver insights – all in an effort to drive business outcomes and enhance the customer experience. Through our enterprise analytics platform, we build and manage data-driven digital platforms including business intelligence and advanced analytics solutions. We also offer a comprehensive services portfolio covering data management, cybersecurity, and applications development services to help clients stay ahead of the technology curve.

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