

A Leading multi-media streaming provider

Challenge

This leading provider wanted to target and acquire specified fans of various television programming to drive the launch their best-in-class streaming service.

Solution

Through data science, natural language processing and inferred and observed data points, ICX Media was able to hyper-target specific audiences for audience activation and acquisition. In partnership with this provider, ICX was able to identify fans, via leading social platforms, and target them digitally across screens.

Results

With the ability to specifically target program-specific fans, the leading streaming provider is significantly more effective with targeted an engaged audience leading to increased audience acquisition across the board.

