

Streaming service NOW TV is connecting digital and offline data sources to deliver a better customer experience.

## BACKGROUND

With operations in the United Kingdom and Ireland, NOW TV offers video-on-demand and broadband internet services. NOW TV wanted deeper visibility into how their customers are experiencing their products across many different devices, but their product clickstream data was difficult to comprehend, too large to process in their existing environment, and separated from the rest of their customer data. They sought Syntasa's Customer Intelligence Platform to help them make data-driven decisions and recommend actions, content, and experiences—even before their customers request it.

## CHALLENGES

As NOW TV's streaming and on-demand video services continue to flourish, the organization wanted a deeper understanding of how their customers engage with their content. They sought to know which content their customers are watching, on which devices, and if they click – or don't click – on certain recommended content to further understand their consumer behavior.

The product team uses Adobe Analytics to capture behavioral data from their website, apps, and devices, but the data for each platform (or device) is captured in a separate Report Suite – making it difficult to combine behavior for each customer across platforms. They had large volumes of this clickstream data in a legacy Hadoop infrastructure that processed their data slowly; when analysts wanted to use the data, they had to wait for it to be loaded and manipulated. Further, the complicated data structures of their Adobe clickstream data made it difficult for analysts to interpret in its raw form. They were burdened with writing complex SQL queries to answer seemingly simple questions like, “how many customers added something to their watchlist and then watched it?” Many of these queries reached 2,000 lines of code and took up to half an hour to run.



“For us the key vision was the ability to improve efficiency in the way we interact with the data, make the best use of our analysts' time, and make decisions in a timely manner based on the data we have about our customers. We needed a solution that was scalable as we embark on multiple global markets with vast amounts of data.”

**Kevin Mithani**

Senior Product Owner, Digital  
NOW TV

## SOLUTION

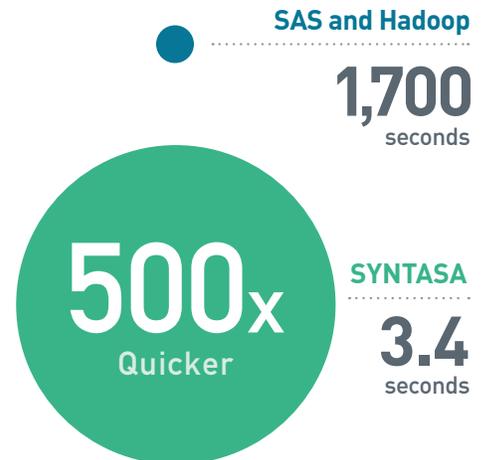
NOW TV sought a platform that could run natively within their existing Google Cloud Platform infrastructure, and transform their Adobe clickstream data into meaningful, actionable insights that cut their SQL query complexity and runtime. They wanted to improve efficiencies in the way they process and interact with their data as they scale to service multiple new global markets with a vast amount of data, and they wanted the ability to use their preferred self-service dashboard, reports, and visualization tool (Tableau) for their customer behavioral data as well.

Syntasa has replaced NOW TV's custom SQL scripts and manually executed jobs with an accurate, reliable, and fully automated data pipeline. The Adobe Analytics App configures itself to parse the custom data fields (eVars), continually ingest the newest behavior, and validate the accuracy of the data using Adobe Reporting APIs. It captures clickstream data from each Report Suite to get the full picture of cross-device customer behavior, enriches it with custom variables and lookups; and uses a device graph to stitch together sessions for each customer. This high quality data pipeline, with a unified customer schema, unlocks their rich customer behavioral data for every analyst to build self-serve analytics. And it simplifies ad-hoc queries by abstracting and encapsulating complicated logic—removing the need for highly specialized knowledge of clickstream data.

## RESULTS

With Syntasa running natively in GCP, NOW TV is able to process their clickstream data 500 times quicker than their previous environment. Having access to their data in BigQuery also allows them to experiment, iterate, and get results over 99% faster. Before Syntasa, it took 1,700 seconds to run each query – enough time for a coffee break; now the same query takes only 3.4 seconds. NOW TV estimates that these efficiencies have allowed them to recapture 48% of their analytics capacity – time that can now be used to investigate more interesting things.

Further, Syntasa has democratized NOW TV's Adobe clickstream data – removing the biggest obstacle to using their preferred self-service analytics tools for web, app, and device behavioral analytics. Now their analytics team can provide consolidated Tableau dashboards with all of their metrics, and each analyst can access their clickstream data and run their own ad-hoc queries quickly and easily. They have built more new product behavioral dashboards in the first three months than they did in the previous two years.



**"The fact that we can deploy Syntasa on our pre-established environments, and exploit the outputs there, means that it adds no extra analytical effort."**

**Tom Slade**  
Insight Manager  
NOW TV

## VISION

With better product behavioral data and better analytics, NOW TV is excited to explore more advanced ways to leverage this same data, including:

- Optimize the product by determining which features are being used most successfully
- Conduct A/B tests to measure the impact of new customer experience features
- Construct journey maps to learn how their customers learn about and use their product
- Integrate their behavioral and enterprise data at an individual level to get better insight into the product behavior of customers that are subscribing, engaging, and cancelling
- Include data science teams to build and productionize machine learning models for customer segmentation, personalized content recommendations, and churn