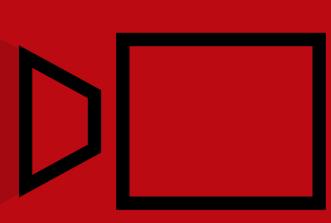


About the Client L

A US-based media and entertainment company that streams high-quality content for its viewers

Provides its services through video distributors, cable operators, satellite television providers, telecommunication companies, and online & digital networks

Has 7500+ television episodes and feature films available for its subscribers



Business Needs

Improve the subscription rate for the streaming platform



Revamp the content and programme list on the channel



Enhance the on-boarding experience for prospective customers



Create a better on-demand movie viewing experience



Solutions L

usability review to identify the value proposition

Conducted a

pages with a crisp and impressive design

Improved the

Designed landing

information architecture and on-demand search filters

social campaigns at once

Operated 30+

platform against the competition

Administered a competitive

analysis to benchmark the



report that provided actionable recommendations

Created a detailed

Formulated CTAs and entry points to influence on-boarding decisions

mechanisms to support discoverability

Refined interaction

patterns to aid

learnability

Enhanced the sorting

Technology Stack

Tools









Google

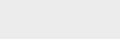


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WebPageTest

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Technologies













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Business Impact



Cybage MarTech Services





ics Creative ghts Production



Campaign

Management

Creating actionable solutions for smooth customer experience





