OOYALA® IQ

Ooyala IQ is Ooyala's real-time video analytics platform. Ooyala IQ uniquely delivers the power to drive complex, multi-dimensional analyses through an easy-to-use interface, giving you a 360 degree view of your digital video business. Sophisticated player tracking capabilities help you to rank the most effective advertising campaigns and syndication partners. And dedicated Video Details reports enable you to delve deep into the performance of each video asset. Gain the visibility you need into your entire content library to build a profitable, sustainable digital video business.

MULTI-DIMENSIONAL ANALYSES FOR 360 DEGREE VISIBILITY

Ooyala IQ gives you the power to uncover value in ways that have never been revealed before. Use powerful multi-dimensional analysis to discover untapped audiences; target your investments to growing geographies; and focus your efforts on content that drives profitable revenue. With Ooyala IQ you can:

- Create context to your reports by combining multiple data dimensions, like device and geography, traffic source and label, and more

- Establish the effectiveness of sections of your library by reporting based on labels, Ooyala's categorization system

- Access nearly-unlimited granularity in your analyses, and never miss an opportunity again

Ad Ops will love being able to identify undersold audiences, uncovering new revenue opportunities. Content Licensing professionals will enter negotiations with clear, unassailable data on what they should, and should not, be paying to acquire. And executives will experience the confidence that comes from knowing exactly what is working, and how to fix what is not.
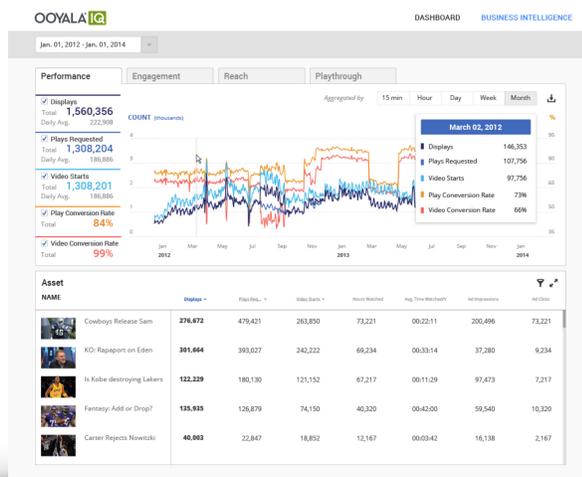
KEY BENEFITS

- 360 Degree view of all content consumption
- Increased CPMs for targeted audiences
- Reduced subscriber churn
- Superior content acquisition economics
- World-class technology investment decisions

KEY FEATURES

- Multi-dimensional analyses
- Sophisticated player tracking
- Comprehensive, contextual asset reports

Ooyala IQ interface

IDENTIFY YOUR MOST EFFECTIVE PROGRAMS

Ooyala IQ makes it easy to find your most successful syndication partners, your most effective marketing programs, and your most popular viewer platforms. Player Tracking enables you to use different Player IDs in different situations — like A/B testing designs, or comparing syndication partner engagement rates — and quickly identify the programs that are driving the greatest value back to your business. With Ooyala IQ you can:

- Quickly distinguish the impact of individual syndication partners on your overall business and place your investment appropriately on your best partners

- Provide distinct Player IDs associated with different players to identify which is more successful

- Associate different Player IDs with apps on a wide array of platforms, generating a highly visual dashboard of viewer preferences

COME TO GRIPS WITH EVERY PIECE OF CONTENT

Video content is expensive to create, to acquire and to license. That's why businesses need to understand, at a fine level, which content is making them money and which is holding them back. Using Ooyala IQ, you'll access deep insights into each asset, including:

- Overall engagement and play-through statistics, so you can see how popular the asset is amongst your users

- Contextual statistics, so you'll be able to understand how viewers enjoy the content by geography, device, traffic source, and more

- Actual engagement, right down to the individual segments of the content consumed, so you'll know whether viewers are really engaging or just sampling the first few minutes

DELIVER BUSINESS IMPACT IMMEDIATELY

Ooyala IQ is included for all licensees of the Ooyala Video Platform, and enabled by default. Ooyala customers may immediately discover the additional untapped value in their implementation to help deliver new revenues for:

- AVOD: Uncover high-value audience segments for increased CPM pricing

- SVOD: Improve customer retention by increasing focus on content subscribers love, and decreasing focus on content that is quickly abandoned

- TVOD: Increase ARPU by promoting content to specified audience groups (e.g. by geography)

Summary

No matter your business model, Ooyala IQ provides a comprehensive, platform-agnostic, 360 degree view of exactly which content is driving your business. Contact us for a demo or to learn more.