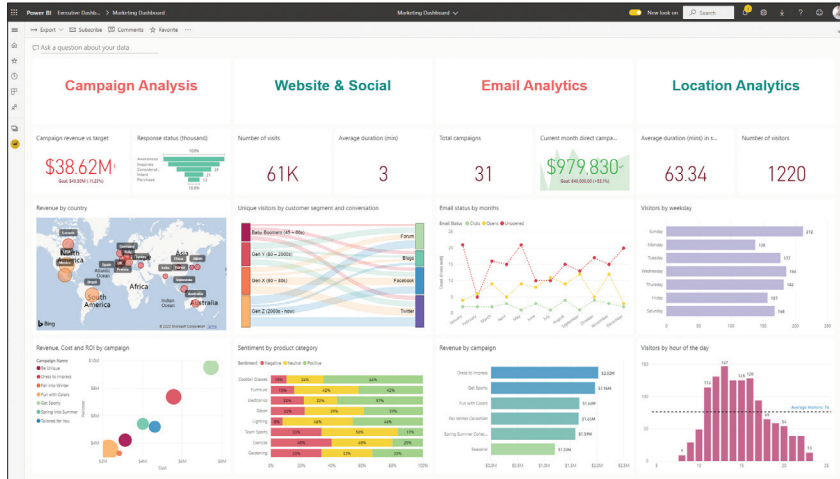


Customer Insights for Media & Entertainment Organizations



Media Companies today rely on myriads of data that needs to be analyzed in order to enable better decision-making for their organizations and their advertisers. They want to be able to generate the right content and create advertising campaigns that target the right audience, with the right message and at the right time.

For advertisers and publishers/broadcasters, there are key customer-centered data elements that are required to manage clients and offerings more effectively. These elements, when available, would give organizations the following capabilities:



PREDICT AUDIENCE INTERESTS AND BEHAVIOR BY MULTIPLE KEY METRICS



OFFER INSIGHTS INTO CUSTOMERS/ PROSPECTS



MEASURE CAMPAIGN PERFORMANCE BY MULTIPLE METRICS



INSIGHTS ON ADVERTISERS/ INDUSTRY TRENDS/ SECTORS

Media organizations can use Microsoft Customer Insights to be able to get the data they need about their clients, from multiple key business systems and data sources, into a single location and with many out of the box data analytic capabilities. Having a complete and accurate picture of their clients, will allow them to create more effective campaign offerings, keeping customers engaged and creating strong and lasting relationships.

4 TO 5-WEEK ENGAGEMENT

Our Offering includes:

- > Discovery workshop session to review up to 3 of your main data sources (Campaign management solution, Financial solution, and third-party data aggregator) and identify the KPIs and metrics that are critical for your business and the data elements needed to generate them
- > Configuration of Sandbox and Production environments
- > Creation of data storage entities and upload procedures
- > Configuration of customer profiles and measures using the data sources and data elements identified during the Discovery workshop sessions
- > Configuration of PowerBI dashboard with up to 3 different views that will provide visual and detailed access to the Metrics and KPIs defined during the Discovery workshops
- > One User Admin training session and one End-user training session

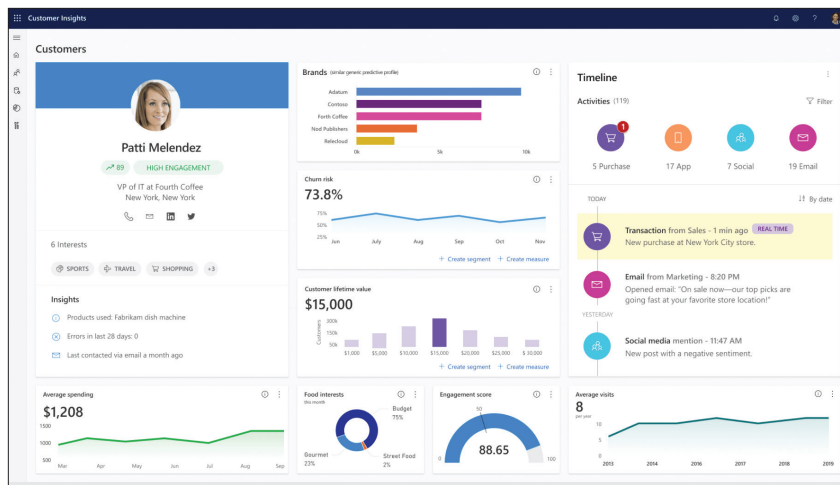
Resources and Pricing

The engagement will include a Customer Insights Architect and a Media practice specialist.

Price: US \$50,000.00.

Our 4-5 week engagement offering is really geared to use our experience on the media Industry to help your organization in the implementation of a true Customer Data Platform (CDP) strategy. This will result in the consolidation, in a relatively short period of time, of the most critical data sources for your organizations' customer information, in order to gain a full/accurate view of all elements that will allow you to answer, in real time, fundamental questions such as:

- > What has been the most effective platform, or combination of platforms for my clients?
- > What are the metrics to clearly identify where Ad campaigns are most effective for my clients?
- > Perform Individual and sector-driven targeting and more importantly, a quick learning cycle of customer behavior and preferences
- > What are my higher-value customers and what can I do to offer them better campaigns that result in lasting relationships?
- > What are the most commonly bought platforms for my client and others in the same industry?
- > Financial data - How much revenue am I getting from my clients by multiple metrics, how can I easily identify my key clients based on those numbers, and what do I need to focus on to keep them engaged and growing even more?



Why AKA?

For more than a decade, AKA Enterprise Solutions has been dedicated to making it easier media and entertainment companies to do business and innovate their way to greatness by using technology to simplify processes and reduce risks. Specializing in Microsoft Dynamics 365, cloud services business process consulting, and custom application development, we combine industry and technical experience, proven methodologies, and world-class consulting to help organizations achieve their goals. The company is headquartered in New York, NY, with offices located throughout the U.S.

ABOUT AKA ENTERPRISE SOLUTIONS

AKA specializes in making it easier to do business, simplifying processes and reducing risks. With agility, expertise, and original industry solutions, we embrace projects other technology firms avoid—regardless of their complexity. As a true strategic partner, we help organizations slay the dragons that are keeping them from innovating their way to greatness.

