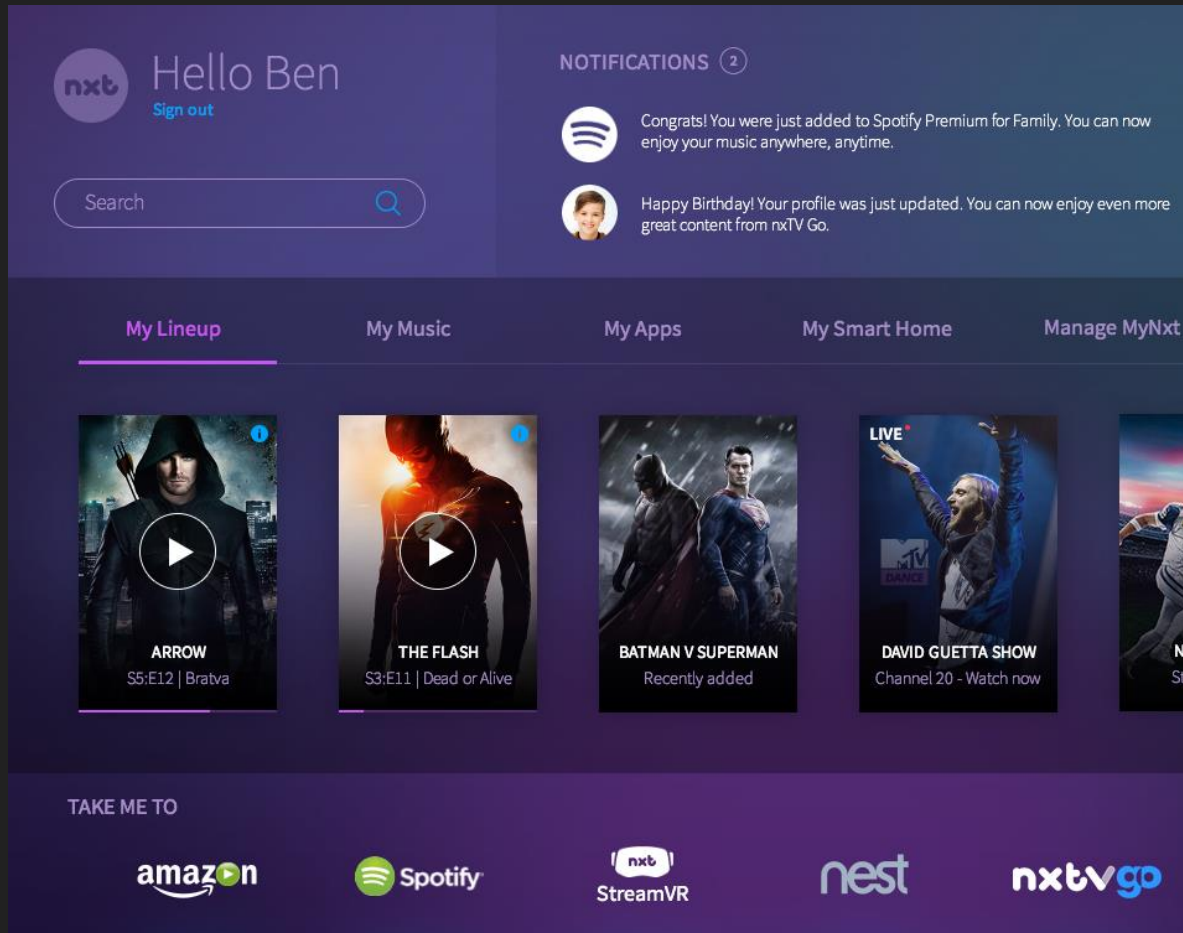
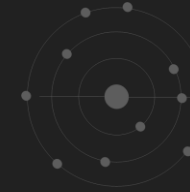


We enrich e-commerce connections and transform them to feel simple and personal anytime, anywhere



A Platform for subscription success

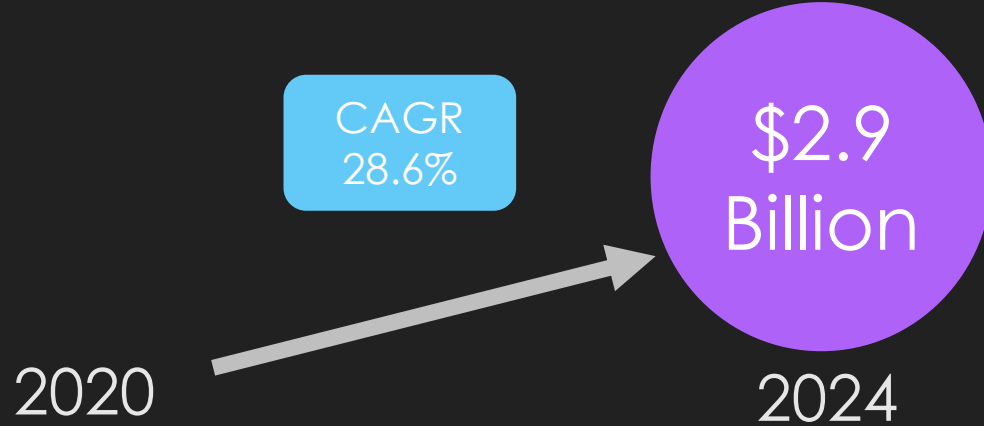
Subscription Intelligence For OTT growth

Sharath Dorbala

CEO, Vindicia

26/04/20

India is the **fastest** growing OTT market in the world



OTT are safer for advertising brands vs. social platforms (i.e. Facebook & YouTube)

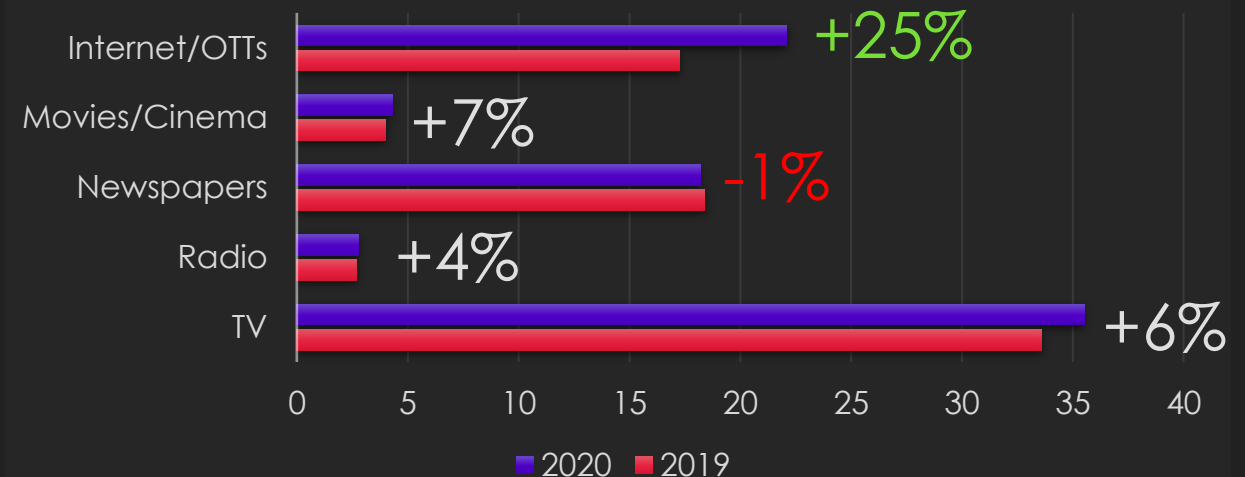


Global OTT providers massively investing in original and acquired local content



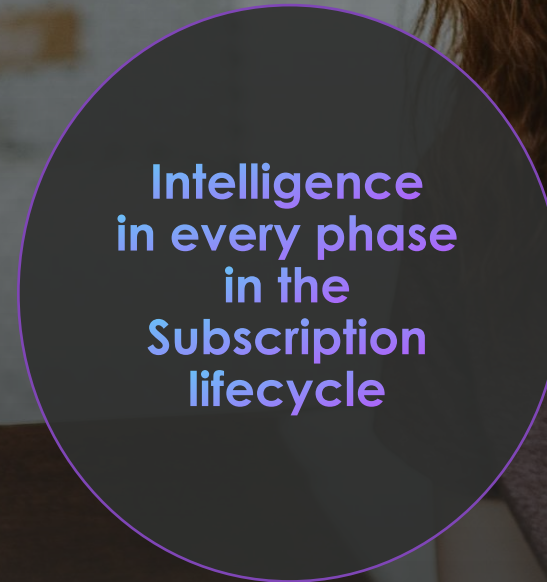
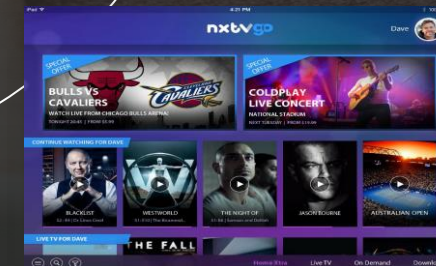
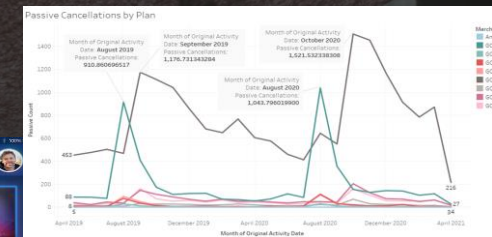
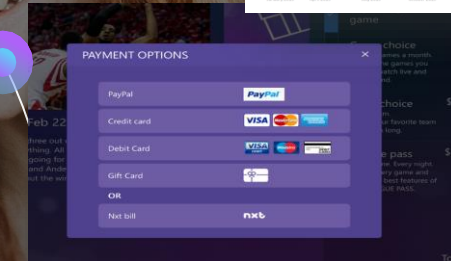
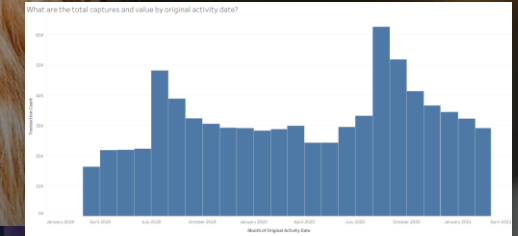
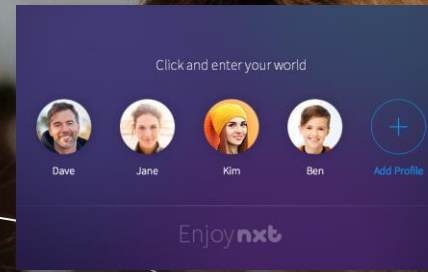
Home-Grown OTT players experiencing a rise in viewership (75-150% growth) anchored in AVOD model

Indian Ad Spend by Media Channel
(in '000 crores)



Internet/OTT is the fastest growing channel for Ad Spend

Source: PwC, Emkay Global, Vindicia

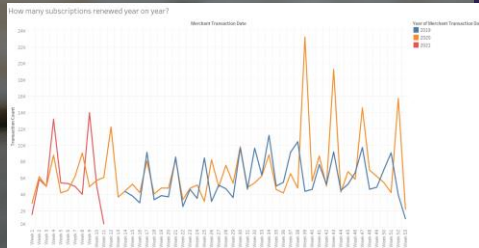
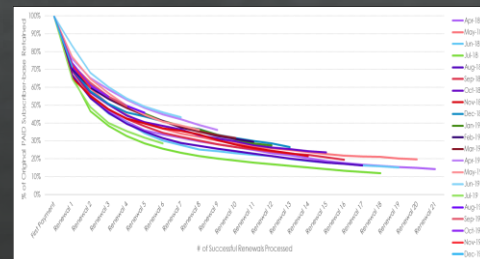
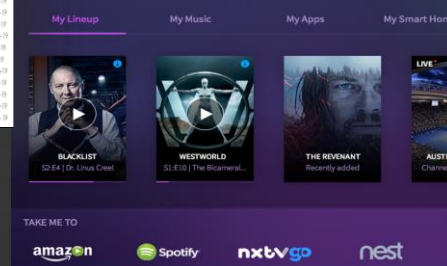


Acquire



Retain

Expand



Business impact **based on intelligence** driven capabilities

Desired Positive Business Outcomes

Required Capabilities

Double-digit improvement to conversion (SVOD/PVOD/TVOD)

Double-digit improvement to Ad conversion (AVOD)

Expand Wallet Share

Retention: Reduce active & passive churn

Empower growth teams



Monitoring

Monitor changes in behavior, individual visits, minutes, screens & events



Targeting

Behavior change with user info and in app journey in real-time



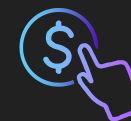
Experience

Manage digital identity, with profiling and entitlements for more personalized experience



Guidance

Deliver custom overlays, inline content, or invisible experiences



Conversion

One-click multi-variate purchase, content or feature actions



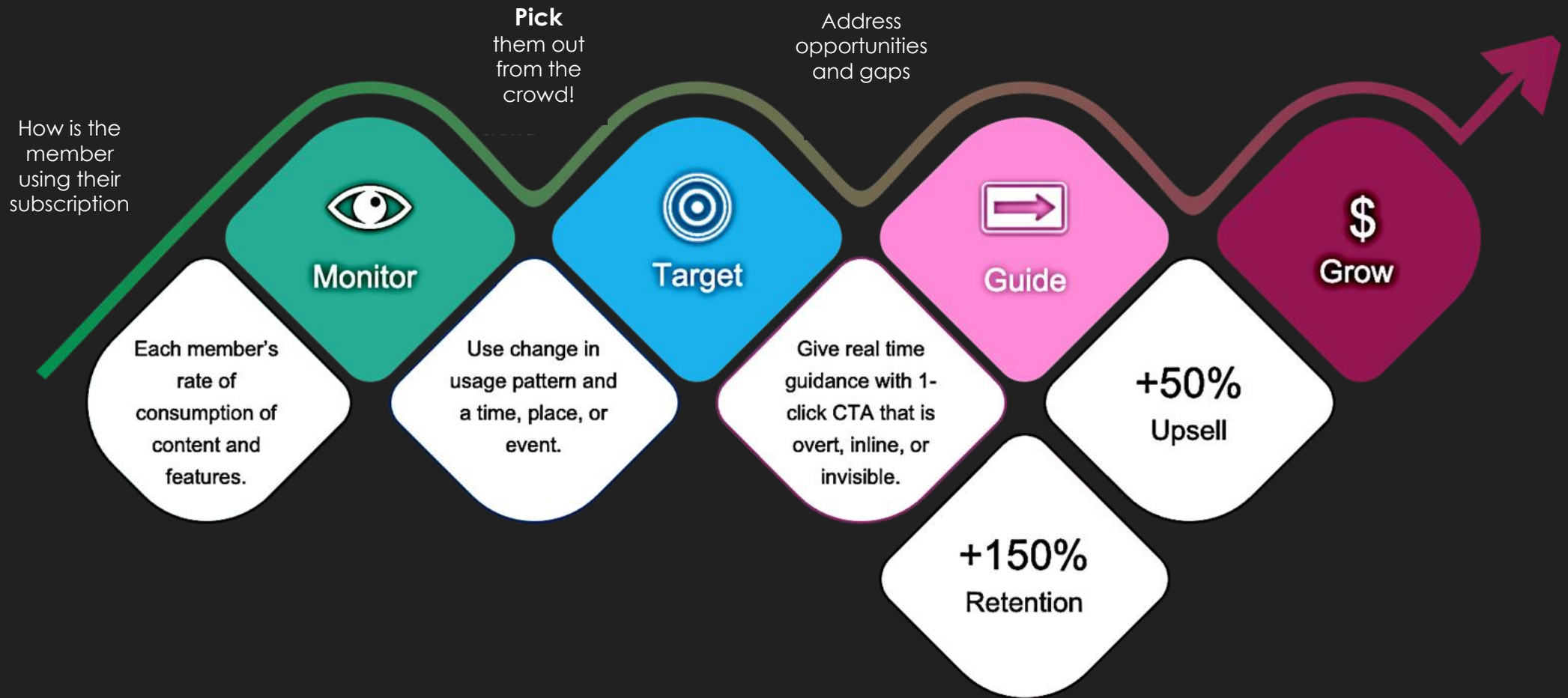
Recovery

Seamless and transparent healing of failed payments

Engage, Convert, Retain, Upsell

Mindset: Influence Customer Journey

Events, Actions & Outcomes



Subscription Intelligence Takeaways

- Applicable across the End-to-End Lifecycle of the subscription, from acquisition to billing to retention
- Enables a personalized user experience, demanded by consumers
- Enables exploration of different acquisition models, promotions, campaigns with 'fail fast' approach
- Enables a frictionless payment experience, healing payments before consumers notice.

Vindicia

Cloud-based, ML-Enabled, SaaS Platform supporting eCommerce businesses across the subscription landscape

TV, Video & Gaming



Health & Wellness



Publishing & eLearning



Telecom & Mobile



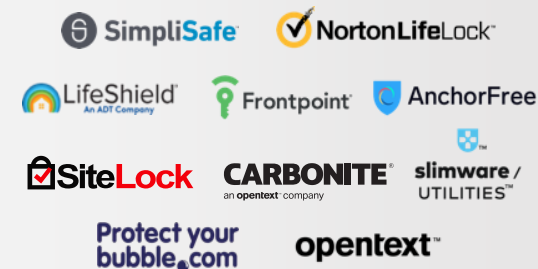
Sports & eSports



Retail, Box & Leisure

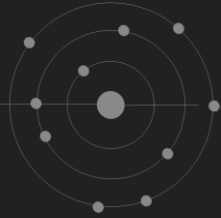


Home & Web Security



Finance & Business





Thank you

www.Vindicia.com

*We enrich e-commerce connections and transform them
to feel simple and personal anytime, anywhere*

