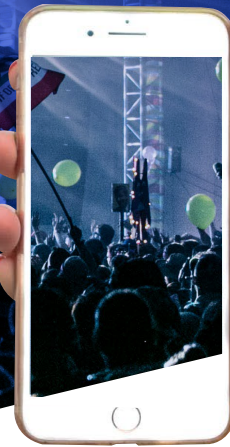


# SUBSCRIBERX

POWERED BY SALESFORCE®

Lev+  
A Cognizant Company

## TAKE THE SUBSCRIBER EXPERIENCE BEYOND THE SCREENS



“

We own the Netflix customer experience from the moment they sign up, for the whole time they are with us, across TV, phone and laptop. ”

— Todd Yellin

VP of Product Innovation at Netflix

Entertainment consumption patterns are changing. Now more than ever, media & entertainment companies have the opportunity to improve the consumer experience, drive customer loyalty, and leverage upsell opportunities throughout the customer lifecycle.

However, with the rapidly changing media landscape, media companies are facing new challenges as they go direct to consumers—particularly with subscription-based models.

## MEET TODAY'S SUBSCRIBER

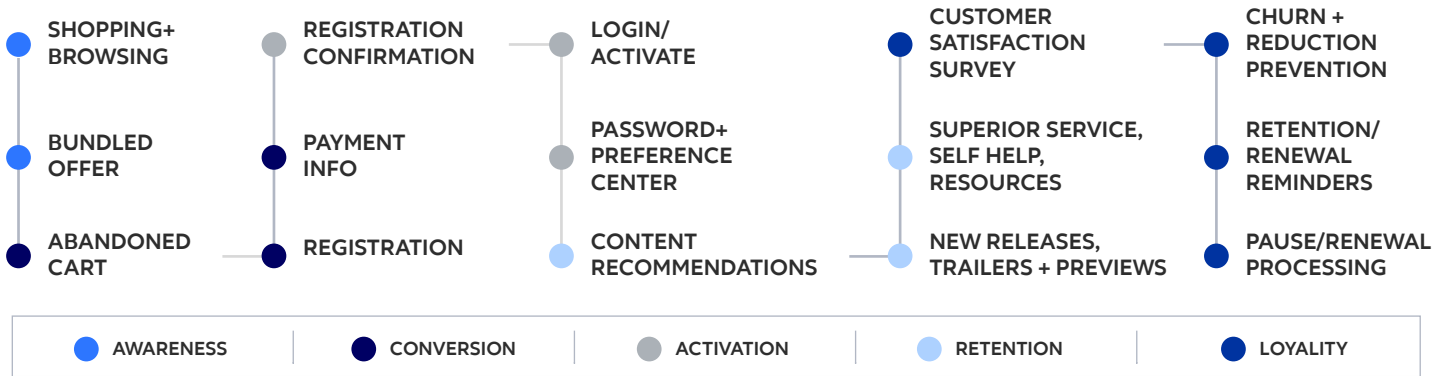
Today's consumer has an average of 7 digital devices per household, and an average of 12 paid subscriptions across the US. With all of the options in today's marketplace, the opportunity for new customer acquisition is increasing as people explore new ways to consume videos, music, gaming, news, podcasts, audiobooks, and enjoy emerging subscription offerings like clothing, cosmetics, food and more.

But, with an increase in customer acquisition comes an increase in customer churn. With all of the options available in today's marketplace, consumers are "renting" subscription services until their trials expire. Content and experiences remain king to consumers, but consumer fatigue is on the rise with the number of offerings, the costs of having multiple subscriptions, and the perceived value. With the ease of being able to cancel and restart subscriptions, the barrier to switching is low—meaning these services risk losing customers just as fast as they acquire them.



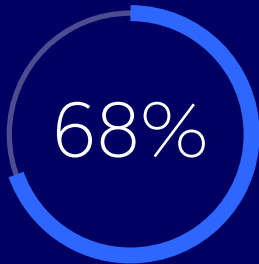
# THE SUBSCRIBER JOURNEY

The consumer experience is no longer confined to simply consuming content or goods. Now, the consumer experience is every interaction a consumer has with the brand. At every stage in the customer lifecycle, there exists the opportunity to engage the customer with personalized content and messaging to positively impact acquisition and lifetime value, while reducing churn.

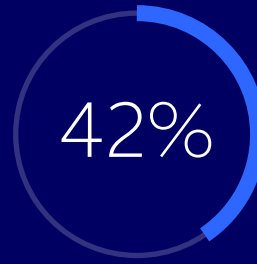


# THE PERSONALIZATION OPPORTUNITY

With the increase in customer churn, subscription-based companies are facing new challenges when it comes to customer retention. Personalization is a critical component of driving customer loyalty—and nowadays, customers demand it. In a recent study completed by Salesforce, 55% of consumers expect companies to use technologies to create better experiences.<sup>1</sup> And—marketers are seeing the results of a job well done when it comes to personalization. A recent Evergage study showed that 98% of marketers have seen improved results from their personalization efforts.<sup>2</sup> When it comes to media + entertainment specifically, another recent study recently showed that:



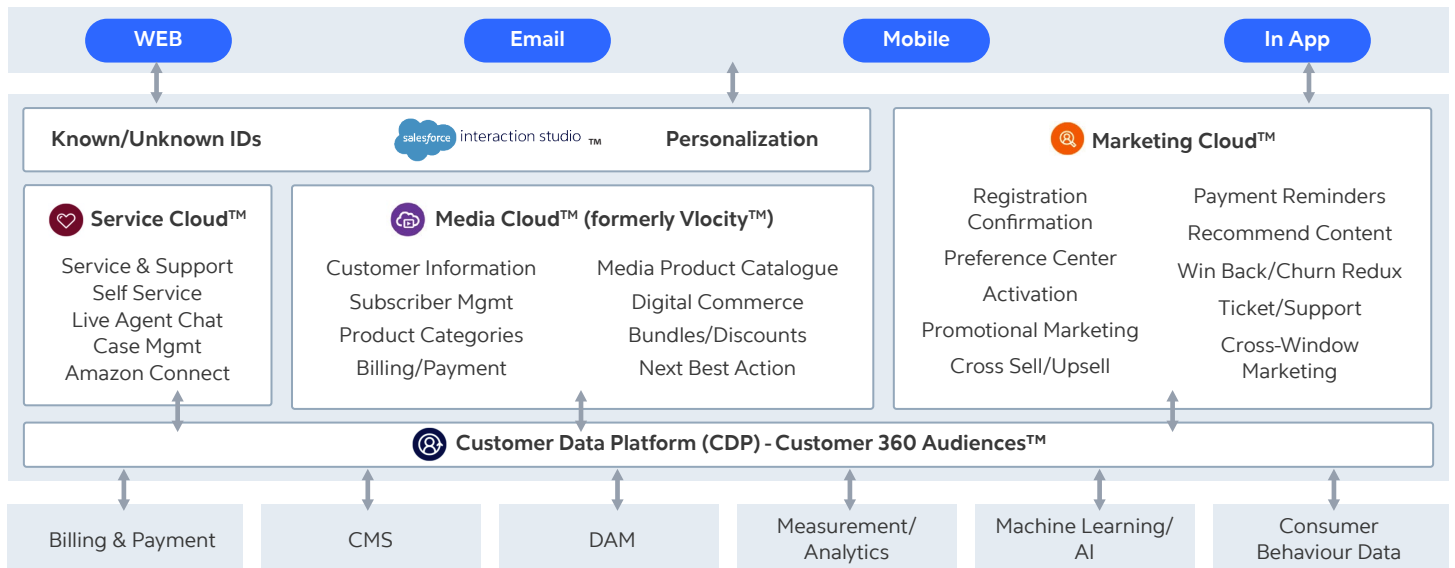
of customers who cancel their subscriptions do so because of poor customer service—implying that when it comes to maintaining long-term relationships, ensuring there is a strong strategy in place for customer experience is critical.<sup>3</sup>



of users say they stay subscribed beyond the first month because they appreciate the 'personalized or tailored' nature of these services<sup>3</sup>

# SUBSCRIBERX, POWERED BY SALESFORCE®

Lev offers a world-class team of marketing strategists and Salesforce experts to help companies level up customer engagement and drive marketing success. By leveraging our deep expertise and our cross-cloud solution, we enable media and entertainment companies to connect with their customers across the customer lifecycle, drive personalization, and create meaningful customer experiences.



# WHY SUBSCRIBERX?

SubscriberX offers marketers an integrated solution to deliver the customer experience that people crave—and empowers marketers to build and nurture their customer lifecycle to grow their subscriber base, increase revenue, and drive customer loyalty.

Learn more about SubscriberX at [levdigital.com/subscriber-x](https://levdigital.com/subscriber-x).

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1. ""State of the Connected Customer " Salesforce, Salesforce Research, 2020, [c1.sfdcstatic.com/content/dam/web/en\\_us/www/assets/pdf/salesforce-state-of-the-connected-customer-report-2019.pdf](https://c1.sfdcstatic.com/content/dam/web/en_us/www/assets/pdf/salesforce-state-of-the-connected-customer-report-2019.pdf).

2. "2018 Trends in Personalization." Evergage, Researchscape International, 2019, <https://www.evergage.com/wp-content/uploads/2018/04/Evergage-2018-Trends-in-Personalization-Survey.pdf>

3. "Customer experience is key to subscription success." James Tiltman, Digital Commerce 360, 2019, <https://www.digitalcommerce360.com/2019/12/05/customer-experience-is-key-to-subscription-success/>

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## About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](https://www.cognizant.com) or follow us @Cognizant.

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