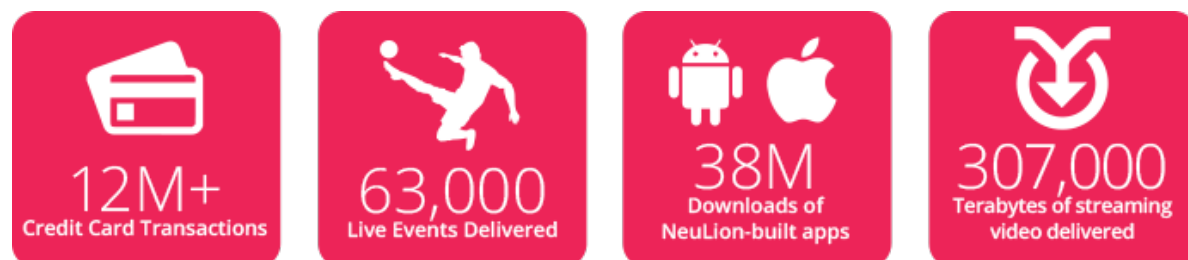


Intelligence and insights that drive effective business outcomes

The NeuLion Digital Platform provides digital video streaming, distribution and monetization of live and on-demand content to any connected device. A complete end-to-end video solution, the NeuLion Digital Platform utilizes NeuLion developed technology to provide a component based solution.



Our partners need sharp insights and fast intelligence to stay competitive and grow their business in today's data driven world. The NeuLion Digital Platform component, NeuLion ACE Analytics, gives you all the tools needed to leverage business intelligence and make decisions to drive growth, quality of service and quality of experience for your OTT or TV Everywhere service. NeuLion Ace allows data to be collected, synthesized and made actionable all in one place; for the sole purpose of acquiring, maintaining and retaining OTT customers.

The OTT Marketing Challenge

Solved by NeuLion ACE Analytics

- What are my most effective and profitable marketing channels and campaigns?
- Who are my most valuable customers and how do I find more of them?
- Who is likely to cancel and how can we keep them?
- How do I get customers from free to paid? How do I re-engage the millions of people that have downloaded my app or use my service that are inactive or only using the free version?



The NeuLion Digital Platform powers every aspect of the customer journey, providing seamless insights to connect marketing, sales and multi-device user behavior that drives results.

Our ACE Analytics experts will help you develop your suite of easy-to-use interactive dashboards, customized specifically for your business needs.

ACE Analytics Features

- Customer Life Cycle Tracking
- Marketing Interface
- Registration and Order Management
- Multi-Screen Usage
- Revenue Tracking and Trending
- Churn Trends
- Customer Support
- Trial Marketing
- Customer File Management
- Campaign Management Attribution

Benefits of ACE Analytics

- ✓ Increased Conversion Rate
- ✓ Higher Profits
- ✓ Increased Loyalty
- ✓ Increased Retention
- ✓ Improved User Experience
- ✓ Increased Lifetime Value
- ✓ Faster Product Delivery
- ✓ Reduced Churn and Confusion