



**Deloitte.**  
Digital



Stop churning and start earning with enhanced customer lifetime value.

**Deloitte + Salesforce can show you how.**

Profitable growth has become the new battleground of the streaming wars. And customer lifetime value has become the priority objective. To stay competitive, streaming services need to move from being content-centric to becoming customer-oriented.

Deloitte Digital and Salesforce can help streaming services create a fast, effective and efficient path to enhanced customer lifetime value. By combining Deloitte's industry experience and trusted data

sources with Salesforce Media Cloud, we help streaming services move to profitability by reducing subscriber churn, managing acquisition costs and creating upselling opportunities.

Ask us how you can stop the churn; spend less to acquire customers; and drive more revenue with Deloitte and Salesforce.



## Know them, keep them, grow them



### Stop the churn

**62% of consumers 'hit and run' after watching a specific show<sup>1</sup>**

Reduce the need for promotions by using predictive insights to anticipate and react before the customer churns. And do it proactively - not reactively - thereby saving costs and retaining customers. Guided by the **Deloitte AI Institute**, we work with organizations that are on the cutting edge of AI innovation to responsibly harness the power of AI to drive positive business outcomes.

<sup>1</sup>Digital media trends COVID-19 pulse survey, Deloitte, October 2020



### Spend less

**\$200 per year is spent on marketing to acquire a customer on some services<sup>2</sup>**

Capturing customer 360° data is key to building customer lifetime value, identifying the right customers and uncovering predictive insights to retain them. **Deloitte's InSightIQ** can help you see and act on what others can't. Drawing on highly granular and frequently refreshed sources, InSightIQ's powerful insights capabilities lead to decisions that could make a difference for your business.

<sup>2</sup>Deloitte calculated this range by dividing "marketing" expense by "net subscriber adds" for three major streaming services.



### Grow faster

**23% will stay if you offer them new movie releases the day they arrive in theaters<sup>3</sup>**

Once you have customer insights and signals, it's time to take action to maximize value and subscriber profitability. This includes leveraging **Salesforce Media Cloud** to offer packages and bundles, plus the cross-selling and up-selling of adjacent offerings. Drive profitable customer relationships and grow revenue faster by targeting offers at high-value customers and quickly determining the next best action to retain them.

<sup>3</sup>Digital media trends COVID-19 pulse survey, Deloitte, October 2020

## Make customer lifetime value your platform

Stop thinking of customers as subscriber numbers and start thinking of them as lifetime revenue potential. To do that, you need to make customer lifetime value your growth platform. And that means taking a much more strategic, analytical and customer-centric view of your business.

Renowned for our innovations on the Salesforce platform, Deloitte professionals leverage data and customer-centric design to build innovative solutions using Salesforce Media Cloud, Marketing Cloud and Commerce Cloud. We mobilize and scale quickly to meet your unique needs, combining diverse ideas, skills and perspectives to help you drive profitable growth through customer lifetime value.

## Content + customer-centricity = profitability

Content will always be king. But when that king is focused on the right customers at the right time, amazing things can happen. Our focus is on helping you understand your customers and predict their expectations - creating new opportunities to leverage your existing assets in order to amaze them, retain them and grow them.

Leveraging our innovative solutions and deep experience working across the Media industry, we can help you shift away from disparate systems and siloed decision making toward a single capability that brings insights, analyses, and scalability. That, combined with amazing content, is the path to profitable growth.

## Stop churning and start earning. Deloitte + Salesforce can show you how.

Our entire ecosystem of partners, advanced technology offerings and industry specialists are ready to help you move towards profitable growth. Ask us how.

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