Audience Intelligence Solution

Analyse. Personalise. Engage.

Likes Line of Duty
Business Man
Lives in London
Potential Subscriber
Male 33

Scale Subscriptions

Increase subscriber conversions through insights on reader behaviour across audiences

Create a data driven content-subscription strategy for free and paid subscriptions

Accelerate Ad Revenue

Create metadata for content annotation and categorisation

Assess customer LTV in real-time

Measure audience reaction on social media with NLP

Create engagement quality criteria and audience segmentation

Fine tune audience behaviour metrics and increase CTRs

Provide behaviour-driven, personalised recommendations
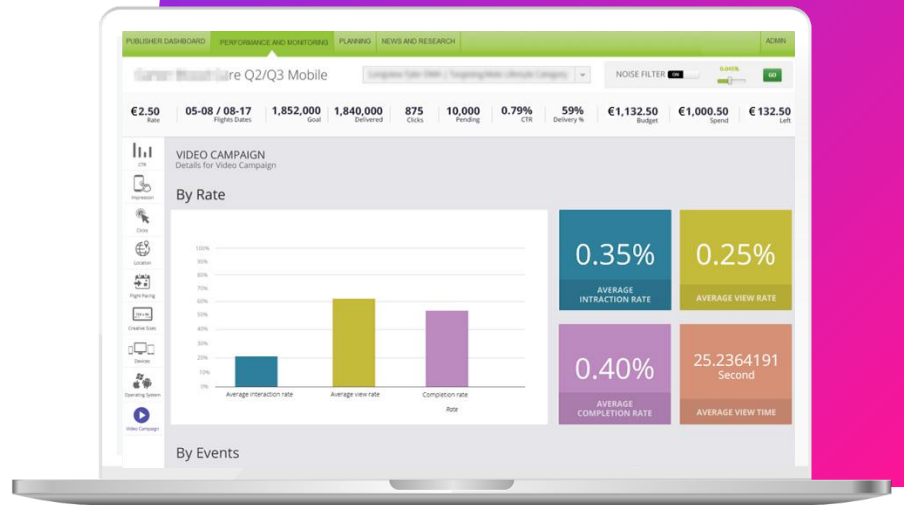
CDP for First Party Data

Create audience segments based upon multiple data signals

Channel social media performance for certain content types

Check campaign performance and indicators

Track readers across device or domain

Create a 360 degree view of individuals and segments

Delivering Customer Success

REPUTUP
Curate . Share . Scale Socially

Whirlpool CORPORATION

MV

Insights for Digital Content Publishers

Harness the true potential of audience insights

- Data visualisation and actionable insights
- Personalise content for your audience
- Hyper-targeted audience segments
- Secure, scalable, and customisable

Partner with MediaAgility

Transform your audience into subscribers & grow your revenue

MediaAgility - a trusted engineering consultancy, established especially for media creators & publishers..

Sprint Start Methodology

Engage
MediaAgility & Google Braintrust dedicated to Audience Analytics and Insights for Publishers

Discover
Through a half-day workshop to prioritise the top business needs

Pilot
Low-cost, production ready analytics and insights in 6 weeks

Launch
A modern Customer Data Platform to increase subscription revenue

Optimise
With an increased range of data, NLP, personalisation, recommendation retargeting with AI & ML

Book your Workshop

Make sense of your data and get our scalable Audience Intelligence Solution
Start today.
https://bit.ly/3fZan4k