

Content Recommendations Solution Accelerator

Refine your content and customer engagement strategies

Consumer demand for new, relevant digital content is at an all-time high. In recent years, the media and entertainment industries experienced significant disruptions in content production and advertising revenue. As a result, **companies are turning to data and analytics to find new ways to inform their content strategies**, create new revenue streams, and increase customer engagement.

The Content Recommendations Solution Accelerator can help you find **simple, cost-effective ways to gain consumer insights**. It leverages analytics, AI, and Power BI to analyze user content consumption and activity patterns, compare user profiles, and deliver audience insights to **inform your content purchasing, production, and personalization strategies**.

Benefits

- Make **data-driven content purchasing and creation** decisions.
- Recommend **new, relevant content** that fits customers' unique interests.
- Increase engagement and **monetize insights** via targeted content and advertising.
- Create a foundational **Digital Feedback Loop** that provides actionable insights from your user data.
- **Reduce project time and costs** associated with content procurement and delivery.
- Easily launch accelerator and reduce deployment time using a **pre-built, pre-configured solution**.

62% of M&E revenue will come from digital channels by 2023.

Customer challenges



Lack of real-time audience insights for efficient, effective targeting and decision making.



Ever-increasing consumer expectations for personalization, immediacy, and choice.



Growing need for production of highly engaging direct-to-consumer offerings.



New competitors intensify competition for digital natives and traditional media companies alike.



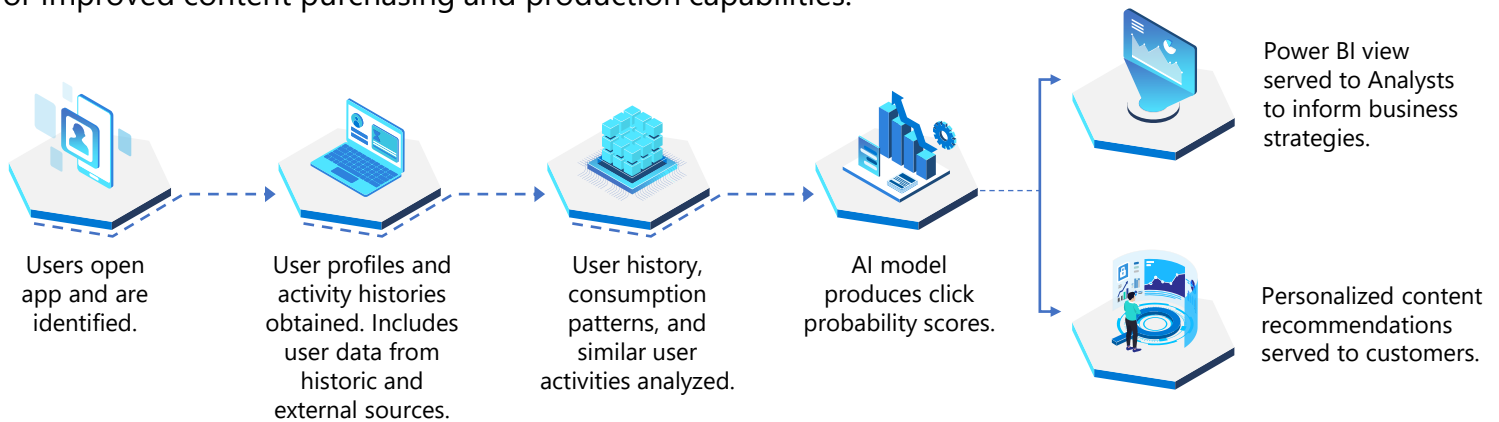
Ad spend is rising while ad revenue is in decline, highlighting need for better targeting.



Solution integration can be complex and take months or years to complete.

How it works

The Content Recommendations Solution Accelerator leverages Azure Synapse Analytics and AI to analyze user data, compare similar user profiles, and deliver audience insights. The AI model produces a click probability score for each content item and a dashboard is presented in Power BI to explore content usage for improved content purchasing and production capabilities.



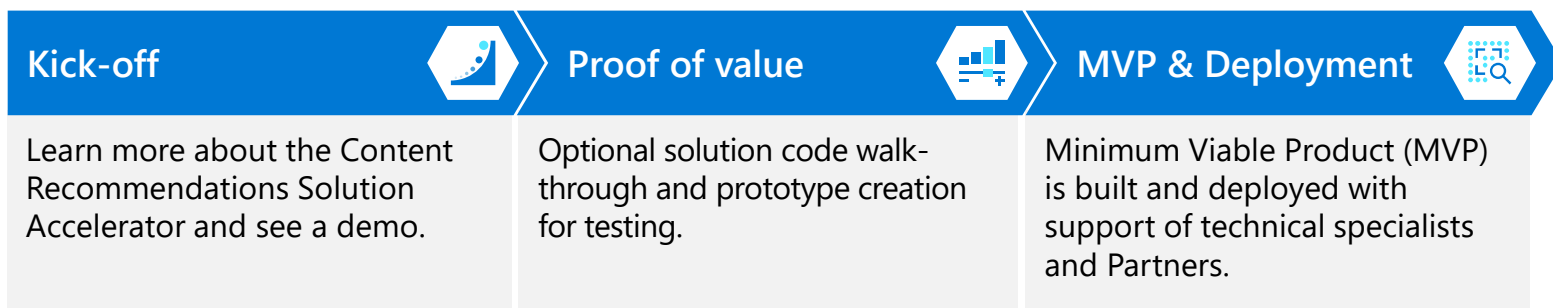
Customer success story

Situation: A well-known US media and entertainment company needed to harness vast amounts of data and evaluate predictive consumer actions to inform business decision making.

Solution: By integrating the Content Recommendations Solution Accelerator, the company was able to synthesize their data to gain new insights on customer media consumption patterns and preferences.

Impact: The organization is now leveraging their data to make highly informed content recommendations to customers, creating efficiencies and more targeted monetization opportunities across the business.

Drive business strategy and customer engagement



With demo data, create an optional POV in 1-3 days.

With customer data and a prep session, create an MVP or POC in 3-5 weeks and then scale to deploy.

How to get started

Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps, and your questions.