Marketing Tool for Streaming Platforms

Goal: Our marketing tool is designed specifically for streaming platform companies, helping stakeholders understand customer behavior and providing insights on how to maximize customer retention. With the increasing competition in the streaming space, it's vital for companies to not only attract customers but also retain them effectively by offering value. This tool will enable companies to:

1. **Track Customer Engagement:** Understand how much time customers spend on the platform, how frequently they use it, and what type of subscription they hold.
2. **Customer Segmentation:** Segment the existing customer base based on their geographic, demographic, psychographic, and behavioral features within the scope of various campaigns. This segmentation can then be leveraged to tailor retention strategies for different customer groups.
3. **Optimize Retention via A/B Testing:** Use A/B testing to experiment with different retention strategies and offers. The tool will help gather and analyze customer engagement data for each strategy, presenting results on the effectiveness of different approaches.
4. **Maximize Customer Value:** Provide insights into what offers and strategies could encourage different customer segments to continue using the platform and even switch to higher-value subscription plans.

By using our tool, we hope that companies can make data-driven decisions to enhance customer retention, optimize customer engagement, and increase the lifetime value of their customers.

Product Roadmap

Phase 1: Research, Conceptualization, and Prototyping

- **Define Metrics:** Identify key customer metrics such as time spent on the platform, frequency of usage, and subscription type.
- **Customer Segmentation:** Research ways to effectively segment customers based on engagement patterns and develop initial segmentation logic.
- **Prototyping the Product:** Create a Canva prototype of the UI.

Phase 2: Core Development

- **Customer Data Tracking Module:** Develop a module to gather and track data from users on the platform (e.g., how much time they spend, frequency of usage).
- **Segmentation Engine:** Build a segmentation engine that categorizes customers into different groups based on their behavior metrics.
- **Defining a tailored approach for each segment:** Based on the segments obtained, analyze and create tailored strategies for reaching each segment, and understand which approaches would yield the best engagement from the given customer segment.
- **A/B Testing Feature:** Based on the above results, implement A/B testing and serve companies by continuously testing different strategies on customer segments and monitoring the impact.

Phase 3: Data Analytics and Reporting

- **Engagement Reporting:** Create visual dashboards that report customer engagement levels and behavior.
- **A/B Test Analysis:** Provide insightful visualizations of the A/B tests that help businesses understand which approaches work best for different customer segments.

Phase 4: UI/UX Development

- **UI Implementation:** Build the frontend and integrate it with the backend.