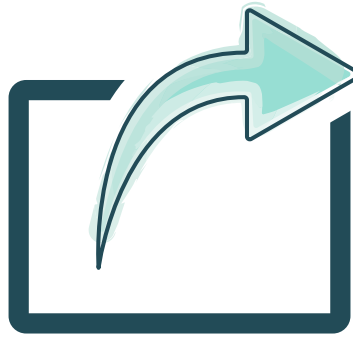


# SUBSCRIBER EXPORT HIGHLIGHTS

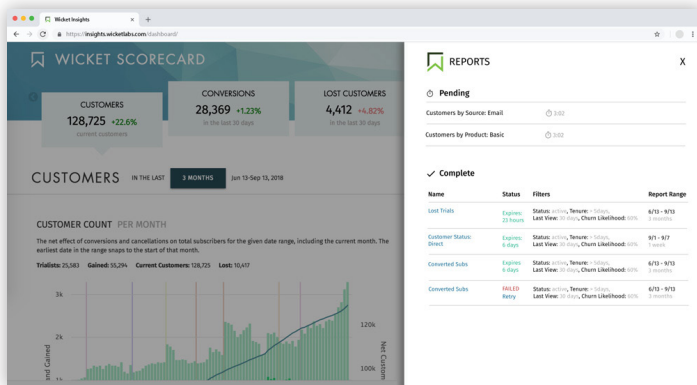
Nearly one-third of media organizations lack the experience to translate their data into insight and action. The Wicket Scorecard has an export functionality that makes common actions simple and more productive. The direct, positive ROI on your video business by improving several key factors within media organizations and making it easy for teams to use their highly contextual data in popular Marketing and CRM platforms.



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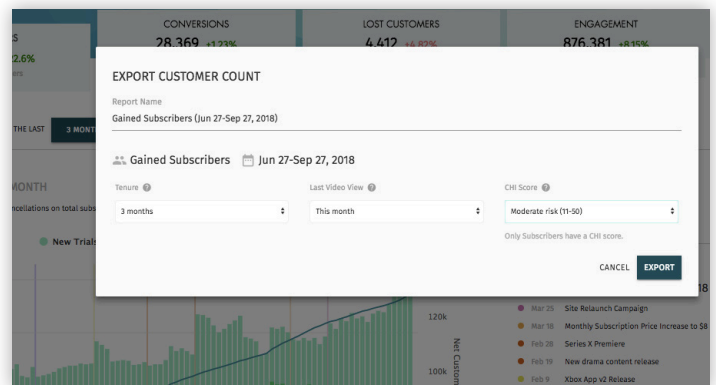
## ACTIONABILITY

Action-oriented exports have a direct, positive ROI by improving CAC, Audience LTV, and reducing operational costs.



## HIGHLY TARGETED EXPORTS

Cohorts can be filtered for better targeting by current status, tenure in the service, last video view, and CHI<sup>®</sup> score.



## USE CASES

Subscriber export can be uploaded to popular marketing and CRM platforms to run look-alike ad campaigns, drive notifications for deeper engagement with your library, and take save actions for customers identified as likely to churn.

## EXPORT MAKES IT EASY

The exported data is formatted to meet the specific requirements of top CRM and Marketing platforms like Facebook Ads, Google Ads, HubSpot, MailChimp, and Salesforce, and uploaded efficiently, all in a few simple steps.