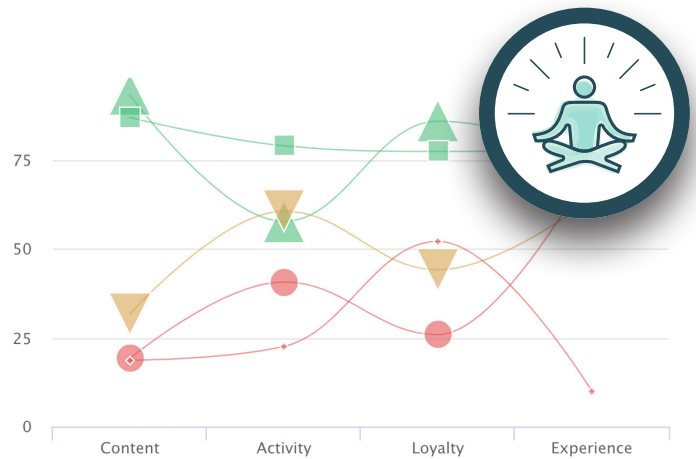
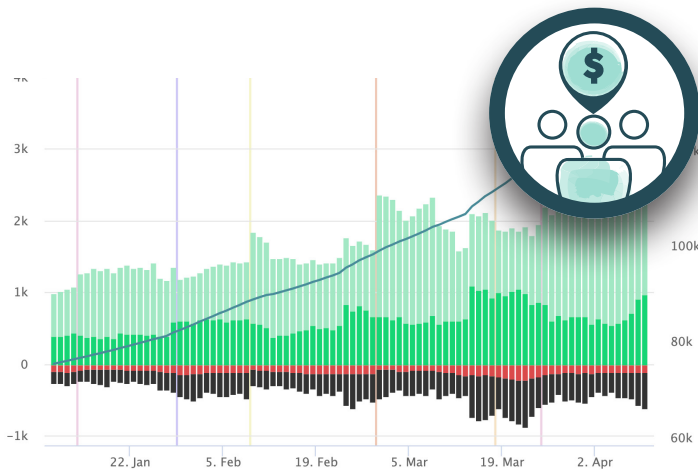


WICKET SCORECARD HIGHLIGHTS

Increase your audience lifetime value with the Wicket Scorecard. Actionable insights, built by combining your data, drives decisions with better visibility into your customers, improving audience acquisition, conversions and engagement, as well as reducing churn by identifying at-risk customers through our unique CHI score.



INCREASE AUDIENCE LIFETIME VALUE

Convert more visitors through optimized marketing, improve audience and content engagement, reduce churn, and track progress with milestones.



ACTIONABLE INSIGHTS & EXPORT

Acquire more of your best customers, convert more trialists, save at-risk subscribers, and reconnect fans utilizing subscriber export with CHI, lookalike campaigns, Content Explorer, and more.

A NEW VIEW, CUSTOMER HAPPINESS (CHI)

Machine learning informs which subscribers are at-risk to churn. AI-driven personas improve engagement with targeted marketing outreach and a personalized experience.



CUSTOMER SUCCESS

Getting started is easy with dozens of pre-built integrations. Plus, our customer success team meets with you regularly to review your data and recommend actions based on industry best practices.