

WICKET SCORECARD HIGHLIGHTS

Increase your **audience lifetime value** with the Wicket Scorecard. Built by integrating and harmonizing your OTT (over-the-top) video service's data sources, the actionable subscription video insights provide improved visibility into your customers and industry benchmarks for key metrics guide your decisions.



UNIQUE INSIGHTS

Increase audience lifetime value with unique audience insights specifically for video businesses.



CUSTOMER SUCCESS

Our team makes onboarding easy by injecting ideas and recommending actions based on industry best practices.



YOUR DATA DRIVES THE RESULTS

Improving audience acquisition. Service engagement. And reducing churn



IDENTIFY AT-RISK SUBSCRIBERS

Churn Prediction using Machine Learning to inform which of your subscribers are at-risk to leave your video service and which signals have the largest influence