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Hyper-personalized Marketing Video Accelerator (Hypermark)

IMPROVE SUBSCRIBER RETENTION AND GROW REVENUE

EPAM Hypermark helps Media and Entertainment (M&E) companies reduce subscriber churn with fast, hyper-personalized, cost-effective, GenAI-powered creation of marketing promotional videos based on existing media assets and subscriber data.

Streaming platforms and content providers are under pressure to grow revenue and monetize their content. Reducing subscriber churn is key, but relying on traditional generic marketing promo videos to promote your content may not be the most effective approach. However, you may not have the time and resources to create more compelling, personalized videos that reflect subscribers' individual interests and behaviors.

EPAM Hyper-personalized Marketing Video Accelerator (Hypermark) changes the game. Powered by GenAI, it lets you leverage your media assets and your subscriber data to generate hyper-personalized promotional videos that can help increase subscriber engagement and reduce churn.

BENEFITS

- **Enhanced subscriber experience**
  Videos that reflect your subscribers' careabouts can help increase engagement by catering to preferences for personalized experiences.

- **More than 5% subscriber churn reduction**
  Increased subscriber engagement with marketing videos tailored to audience-specific data can lead to a reduction in subscriber churn of more than 5%.[1]

- **Increased cost efficiencies**
  Leveraging your existing library of content assets helps improve content monetization and can significantly reduce the cost of generating new marketing videos.[1]

- **Faster production turnaround**
  Working with existing content and automating parts of the production process increases operational efficiencies and accelerates video creation — helping you market and promote content in a more timely, proactive way.

- **Flexibility and customization**
  You can customize Hypermark to suit your business and your target markets.

  – Create personalized videos for individual subscribers or for subsets

  – Generate videos according to a schedule that works for you

  – Integrate Hypermark with a range of content repositories, customer data, and other upstream/downstream systems

- **Your business, your GenAI model**
  Hypermark integrates Amazon Nova, a first-party GenAI model that's private to your business. So, you have peace of mind your assets and data won't be used to train AI models for any of your competitors.

THE SOLUTION

We blend our deep AI and M&E expertise with Amazon Nova and other AWS native technologies – including AWS Media Services, Amazon SageMaker, and Amazon OpenSearch – to deliver Hypermark. The pre-built foundational architecture helps accelerate development and delivery of each client's bespoke solution.

AI-POWERED CREATIVE SHOT TAGGING OF YOUR MEDIA ASSETS

Hypermark uses AI to tag your media assets with creative shot characteristics (such as jump cut, close-up, framing, match cut, reaction shot), complementing the existing content tagging.

CONTENT CREATION AND OPTIMIZATION

Hypermark uses customer profile and careabout information from your Customer Data Platform (CDP) to create an AI-generated script, then searches for suitable media assets that match the requirements from your Media Asset Management (MAM) platform. The solution then clips and stitches together the assets and incorporates custom text overlays to create a hyper-personalized marketing video that can include elements such as content recommendations and special offers.

SUBSCRIBER FEEDBACK MECHANISM

A feedback mechanism enables subscribers to comment on the relevance of the personalized videos they see, to help further refine video generation.

A FOUR-STEP MODEL TO SUCCESS

Using our proven four-step client engagement model, a Hypermark solution tailored to your company's needs can help you get to market faster.

1 Discover. We work with you to understand your priority target audiences, success criteria, and business impact definition.

2 Build. We create and test your Hypermark solution and deliver preliminary metrics to check it's meeting your needs.

3 Deploy. We perform an initial deployment of your Hypermark solution into your AWS production environment.

4 Evolve. We roll out Hypermark more broadly with additional integrations and features. A continuous improvement plan supports the solution in production and ensures its evolution.