Finding Focus: Answer Five Key Audience Engagemet Questions with Sisu

Stop time-shifting your analytics

Audience preferences move pretty fast. If you don't stop and look around once in a while, you could miss a critical cultural shift. Unfortunately, with the amount of data we capture for every session, it's almost impossible to understand what's driving key metrics quickly enough to make meaningful decisions.

Sisu's diagnostic analytics platform pulls these changes back into focus. Whether you're looking to optimize session duration, content engagement, or asset starts, Sisu delivers comprehensive answers to these 5 tough questions, using all your linear, digital, and audience data, in real time.

What's driving an increase in total minutes viewed month over month?

When you're looking at content quality, engagement, and revenue potential, total minutes viewed is the de facto standard KPI. Sisu can help you find useful facts across hundreds of shows, dozens of demographic factors, and shifting viewing preferences in seconds. See which populations are improving and which are falling off - and get a clear view of where to invest.

Overview

Total Minutes Viewed

Previous month	Current month	
45.23	→ **51.23**	↑ **13%**

About the analysis

10M combinations, 162K columns

Which content influences application subscription rates?

As your channel mix expands to mobile and OTT services, understanding which premium content is driving app subscriptions is a key element to sustaining growth. Use Sisu to cut through the obvious drivers and understand which audience segments are engaging with which shows, and how they perform relative to each other.

Top populations driving   Total Minutes Viewed

Subpopulation		Average	Prevalence	Impact
Subscription = Y	Platform = mobile	22% ↑ 0.34x	20.3%	↑ 1.4%
Age group = 36-42	Ad = 3281OY	12.6% ↓ 0.29x	19.6%	↓ 6%

## Where are monthly asset starts increasing faster than average?

Starting a new season, or launching a new game? Getting proactive updates on new media starts on a regular basis frees you up from the rote work of analysis and gives you room to do some proper rogue thinking about building your audience. Sisu provides continuous analysis of fast-moving KPIs and alerts you when interesting new populations arise.

How is viewership changing from one year to the next?

For planning and financial purposes, comparing viewership from one year to the next can unlock some surprising and useful insights about viewership and content consumption. Why are you seeing longer session durations this holiday season vs. last? What explains a drop in asset starts this summer vs. last year's big spike? Sisu can identify these changes and their impact in a flash.

How do I prevent drops in monthly retention?

Retention rates are complex and multifaceted - are you looking at retention from episode to episode in a season? Monthly subscription churn? Or weekly active consumption? Sisu makes it easy to track each of these KPIs and rapidly diagnose bright spots and potential issues in each.

Average   **Daily Active users**   Over Time
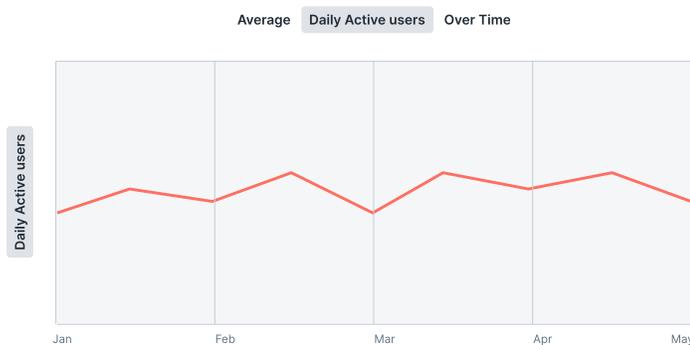
About Sisu

Created from years of research at Stanford University, Sisu helps businesses understand, in real time, what's driving changes in their business. Tuned at massive scale with customers like Microsoft, Samsung, and Upwork, Sisu empowers data scientists, analysts, and executives alike to understand why critical business metrics are changing and guide you towards fast, decisive action.

Founded by
Peter Bailis, CEO

Funded by
Ben Horowitz, a16z
Pete Sonsini, NEA

Powering high-output data analysis at enterprise scale

5M
Facts found for customers in the past year

4M+
Rows analyzed per second

47B
Factor combinations and hypotheses tested (yes, billion)

Check the gate and get started with Sisu

Whether you're re-focusing on acquiring new viewership, or picking up with existing subscribers to drive engagement, Sisu can help you unlock the facts buried deep in your content data.

Get started today at www.sisu.ai, or send us a note at hello@sisu.ai.

Get in touch

✉ hello@sisu.ai
🌐 www.sisu.ai

in Sisu Data
🐦 @sisudata

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