Case Study

Qrious, Matillion ETL for Amazon Redshift and Amazon Redshift enable Lightbox to enhance customer experience by becoming data-led

Lightbox, with the help of big data and analytics company - Qrious, is understanding their customers and enhancing viewer experience with Amazon Redshift and Matillion ETL for Amazon Redshift.

The Challenge

Lightbox is a New Zealand-based company with big competition, so ensuring strategic content purchase decisions and remaining customer centric is crucial to their success.

Following an internal review, Lightbox engaged with data specialist Qrious to garner a deeper understanding into customer viewing behaviour. They wanted to understand what they needed to master to remain competitive for customer viewing time, and furthermore, how to sustain competitiveness. To access this data, Qrious brought on Matillion ETL for Amazon Redshift.

The specialised data expertise of Qrious allowed not only a fresh perspective on existing data but the ability to consolidate and overlay data from a number of different sources, using the transformative power of Matillion ETL. Lightbox and Qrious identified the first challenge as one that is faced by many organisations – to consolidate all data sources across the business into a central data warehouse.

Using the code free pre-built components in Matillion ETL for Amazon Redshift, orchestration jobs were built to load the data. Secondly, it was imperative to develop a segmentation that would incorporate the audience's taste groups based on the type of shows that Lightbox offers and also understand how customers are engaging with the content.

About Lightbox

Lightbox is a New Zealand streaming TV service committed to delivering the local market the best viewing experience possible. Lightbox offers subscribers unlimited access to brand new, globally trending shows, cult classics, New Zealand favourites, and a huge range of kids shows.

The Video on Demand landscape is fast paced and highly competitive. For Lightbox to compete against global content providers it is essential that data is at the core of all their strategic business decisions, to ensure they continue to offer exciting and relevant content.
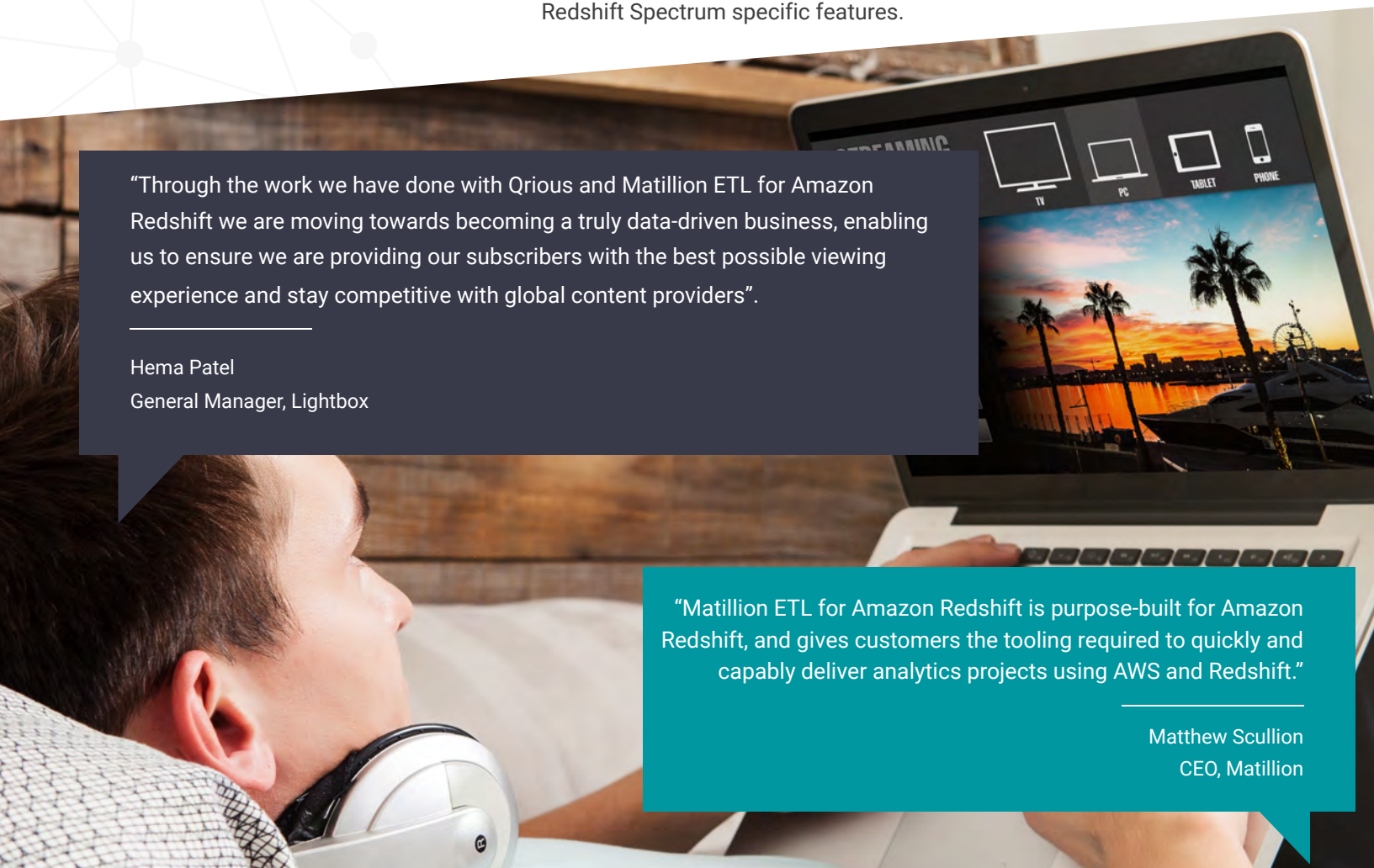
www.lightbox.co.nz

The Solution

Amazon Redshift was implemented as the data storage facility. This provided the opportunity to bring three separate data storage systems into one centralised location. To understand why some customers became inactive and ceased viewing, Qrious specialists took a less traditional view on churn propensity modelling and instead started by mapping out what "good" viewer behavior looked like. This then became the benchmark for all subscriber activity, and any behavior variation from this ideal standard was highlighted to be addressed.

Two models were developed, the first being a Recency Frequency Monetary (RFM) model to understand how customers are using Lightbox, how they are engaging and how often. The second being a Taste Segmentation model which was developed to understand subscriber content preferences. 4 Taste Segments were then developed and provided in a report to categorise the subscribers based on the content they were waching.

Behind the scenes, Matillion ETL for Amazon Redshift enabled Qrious to quickly develop data loading and transformation jobs so that the data could be accessed and understood in a meaningful way. Data pipelines could be further simplified with Matillion ETL for Amazon Redshift through utilizing a number of included features. For example, the Scheduler can trigger jobs to load data at regular intervals, the Task Info Panel provides a detailed summary of job execution times to identify and rectify inefficiencies as well as Amazon Redshift Spectrum specific features.

"Through the work we have done with Qrious and Matillion ETL for Amazon Redshift we are moving towards becoming a truly data-driven business, enabling us to ensure we are providing our subscribers with the best possible viewing experience and stay competitive with global content providers".

Hema Patel
General Manager, Lightbox

"Matillion ETL for Amazon Redshift is purpose-built for Amazon Redshift, and gives customers the tooling required to quickly and capably deliver analytics projects using AWS and Redshift."

Matthew Scullion
CEO, Matillion

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The Benefits

Reporting efficiency
Having access to a centralised data store grants access to teams across the organisation, simplifying the reporting process, saving time and resource. Management and finance teams can pull data they need easily and in real-time. Analysts are able to carry out investigative work on areas such as customer information, engagement levels and churn analysis.

Self-service monthly updates
Lightbox are now able to run a regular report that investigates engagement levels and how subscribers are watching the content. These self-service reports are used to guide marketing activity. Based on different people's viewing behaviour they will receive varying and relevant marketing communications.

Subscriber Insights
Customer segmentation profiling is used in conjunction with the RFM model to understand what content different people are watching, informing recommendations to viewers and content purchase decisions.

Benefits of using Matillion ETL for Amazon Redshift

- ✔ Built specifically for AWS and Amazon Redshift
- ✔ Intuitive browser-based user experience – easy on-boarding and powerful
- ✔ Push-down ELT architecture – simplified infrastructure, fast performance
- ✔ Powerful feature set

- ✔ Retail-like acquisition through AWS Marketplace
- ✔ Affordable pricing for everyone, from small startups to Fortune 500 companies
- ✔ Wide range of data source connectors, all included
- ✔ A fully-integrated, data-integration tool that requires no additional development or maintenance staff

Get Started with Matillion ETL

Request a Demo
Simplify data management and unlock Amazon Redshift's true potential with Matillion ETL for Amazon Redshift - a modern, browser-based ETL/ELT tool, built specifically for Amazon Redshift.
https://info.matillion.com/matillion-etl-for-amazon-redshift-demo

Start a Free Trial
Get a free 14-day trial of Matillion ETL for Amazon Redshift, on the AWS Marketplace. The trial is a full working version of Matillion ETL for Amazon Redshift – a complete, production ready AMI. Deployed into your own AWS environment, you can build out your first jobs, evaluate the product and receive support, at no charge.
https://aws.amazon.com/marketplace/pp/B010ED5YF8/ref=_ptnr_matilliondotcom

Founded in 2011, Matillion has offices in Manchester, UK and New York City. Matillion delivers technology that helps companies exploit their data using the Cloud. Matillion is an AWS Advanced Technology Partner and an AWS Big Data Competency holder. Matillion ETL for Amazon Redshift is available worldwide via the AWS Marketplace. Learn more at www.matillion.com.