



# This is for you – TV2 Sumo is winning eyeballs with personalised content

Norwegian streaming service, TV2 Sumo, is successfully growing its customer base. Using data for personalised content curation, the company has moved from a generic “everything to everybody” to a powerful “this is for you.” The approach pays off: subscribers watch more TV and are retained for an extended time, leading to a staggering 52% drop in churn rate.

In any subscription business, engagement is the key to retention. To subscription business TV2 Sumo that means, the more TV the consumers watch, the longer they stay. However, most subscriptions are made because of a specific show or series – and when it ends, the subscription tends to do the same. To break the statistics and make subscribers stay, TV2 Sumo is creating personalised communication that continually spurs interest and engagement throughout the customer lifecycle.

## Data creates a positive spin

Sumo had a lot of data but was unable to activate it for personalised communication. That changed as they onboarded Agillic and migrated data from their old system. Soon a positive spin formed:

“It is not enough to have data; you must be able to activate data in segments and on a one-to-one basis. As we create content that engages our viewers, we generate more data, learn more about our viewers – and as we act on data, we become more valuable to them,” says Hilde Thorjussen, CRM manager at TV2 Norway.



» Moving from a communication characterised by ‘everything to everybody’ to ‘this is for you’ clearly drives results.

Hilde Thorjussen, CRM manager TV2 Norway

According to Hilde, the main reason why a customer is leaving is if they can't find anything to watch after they have watched the series or the show that initially made them subscribe. That is why personalised content curation is business-critical to Sumo. By making suggestions based on profile and behavioural data in combination with hand-picked editorial recommendations, the subscribers are continually nudged towards watching new series or shows. Says Hilde:

"Moving from a communication characterised by 'everything to everybody' to 'this is for you' clearly drives results. We have lifted Daily Usage Rates by a double-digit percentage rate and reduced churn by 52%."

As a result of the overall organisational focus on personalised communication, the overall opening rate of TV2 Sumo's marketing communication, in general, has increased from 25% to 40% due to subscribers finding the communication more relevant and as a result of A/B testing of subject lines, preheaders and more.

### The work continues

Having set up a successful process for acquiring and retaining subscribers, Sumo is planning for the next phase:

"Data-driven communication is essential to our business success, and we have already achieved significant results. We have established a strong synergy between our product and our communication to stimulate the consumption of our service and retain customers. Now we are focussing on making more data actionable in Agillic, and also using more channels to meet our subscribers in their preferred channel," says Hilde.

## Due to the overall organisational focus on personalisation and by curating personalised content through Agillic, Sumo has achieved substantial results:



Double-digit percentage growth in Daily Usage Rates (DUR)



52% reduced churn



Opening rate from 25% to 40%

## How Sumo is using Agillic in the customer lifecycle

**Winning the customer** through paid media using Agillic data to create twin audiences.

**Onboarding flows** focus on helping the customer to benefit fully from the subscription.

**Retention flows** continually stimulating the viewers with personalised content suggestions based on behavioural data and hand-picked editorial recommendations.

**Anti-churn flows** triggered as a viewer unsubscribes. By inviting to dialogue, Sumo has managed to reduce the churn rate significantly.

**Win-back flows** taking not only price sensitivity, but also individual content preferences into consideration.

Reach out to us at [hello@agillic.com](mailto:hello@agillic.com) or + 45 70 2528 25, if you would like to know more about the case or how we can help you drive business results.

# agillic

Agillic is a Nordic software company enabling marketers to maximise the use of data and translate it into relevant and personalised communication, establishing strong relations between people and brands. Our customer marketing platform uses AI to enhance the business value of customer communication. By combining data-driven customer insights with the ability to execute personalised communication, we provide our clients with a head start in the battle of winning markets and customers.