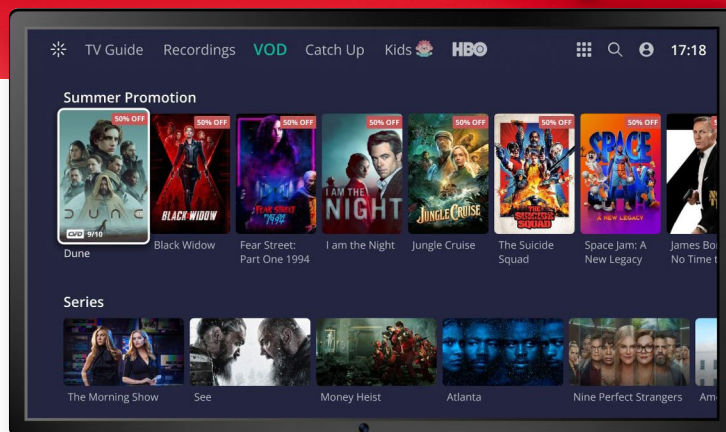


# Kaltura Cloud TV Platform

Targeted Campaigns Dashboard



## Empower your user engagement with targeted campaigns

### Increase User Engagement

Kaltura TV Platform provides you many ways to engage your end users with your service, by delivering a cloud-based video experience tailored to individual users.

The platform provides a variety of content engagement options and promotional packages, for instance, creating ad-hoc campaigns for time-limited promotions, using specific content collections to target users through various platform notification channels.

### Extensive Data Sources

Kaltura Targeted campaign workflow allows to manage the entire campaign lifecycle, create, modify and manage campaigns and their sub-entities in a single place.

The campaign management is configured via the operator console, enable to define immediate or future campaigns, their target audience, promotion types, and notification channels.

### Tailored Promotions

Campaign management enables you to effectively increase user engagement, conversion and viewership.

It is where you can proactively reach out all or group of users and devices, with focus messaging on commercial & content promotions.

This helps increase sales, reduce churn, and improve overall customer satisfaction.

### Business Stakeholders Benefits

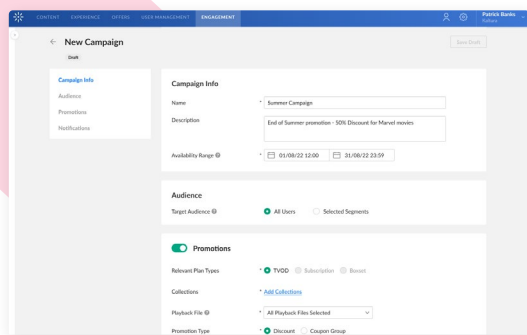
The Targeted Campaigns enables business stakeholders to evaluate & improve business decision-making processes of your organization. Using Targeted Campaigns, you are able to promote new content, or offers to an individual audience.

Marketers can develop unique campaign ideas to market company's products, services, or overall brand identity according to company strategy. Content Editors can promote new content or packages to improve content performance and increase user engagement

## Offering Promotions

Control the details you would like to promote in your system and configure based on your needs

- Different promotion types, including coupons, gift cards, or direct discounts.
- Available on TVOD, Subscription or Boxset offerings
- Promote a specific content or valuable packages
- Select the relevant playback files allowing better devices level control.



## Target Audience

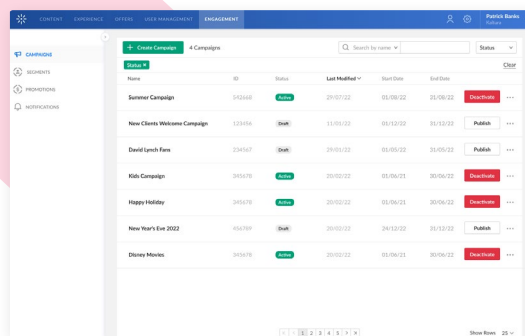
You can select the audience which the campaign is targeting. This option allows targeting all users or the ability to target specific segments of users based on previously defined user segments.

Easily create your own segments via campaign configuration, select existing segments or import external segments.

## Manage Your Campaigns

Single interface to manage your entire campaigns, using a multi value extended search, filtering, and sorting capabilities to empower your campaigns maintenance process.

Easily manage your draft or active campaigns using the campaign list page, the user interface also provides the option to explore & review historical campaigns.



## Simple Campaign Structure

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Quickly create your own campaigns with a simple structure consists of several areas

- **Campaign Info** – Create your campaign and Schedule campaign validity duration.
- **Audience** – Define the target audience which the campaign is targeting.
- **Promotions** – Assign seasonal or evergreen coupons, gift cards, and discounts to your services.
- **Notifications** – Select the distribution channels by which to notify users about the campaign.

## The Ultimate Cloud TV Experience

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