

# BUILT FOR PERFORMANCE, DESIGNED FOR PRIVACY

Get a Real-Time, Accurate View of Customer Behavior to Drive Personalization at Scale

## PIANO ANALYTICS POWERED BY SNOWFLAKE

Powered by Snowflake, Piano Analytics is a transparent, real-time analytics platform. Superior data harvesting facilitates privacy compliance and ensures that data is clean, and never sampled.

## CUSTOMER LIFETIME VALUE FOR TELECOM

Considering the high cost of acquisition, it is critical to retain a relationship beyond the first 12 months whether a customer starts an engagement on a phone contract or a broadband package. Measuring every customer interaction both on and offsite provides RFM insights and signals potential upsell and cross-sell opportunities as well as churn risks.

## USE DATA TO DIVERSIFY YOUR BUSINESS

Data on users' intent, interest, and consumption can unearth adjacent business opportunities for Telcos ranging from affiliate and loyalty programs to OTT AVOD and SVOD ventures.

- **Unified: A data model with 1,400 out-of-the-box properties**
- **Agile: 96% of queries answered in less than 1 second**
- **Comprehensive: 100% unsampled data**

**Piano Analytics is currently used by several blue-chip clients in the Telco space,**

**including:**

- **Deutsche Telekom**
- **Bouygues Telecom**
- **M-Net Telekommunikations**
- **SFR**



### PERSONALIZATION AT SCALE

Each month, Piano collects granular, first-party data that drives personalized experiences for billions of site visitors across the globe.



### CUSTOMER SEGMENTATION

Piano collects data about the page, the user, and their behaviors, instantly creating segments and triggering personalized experiences.



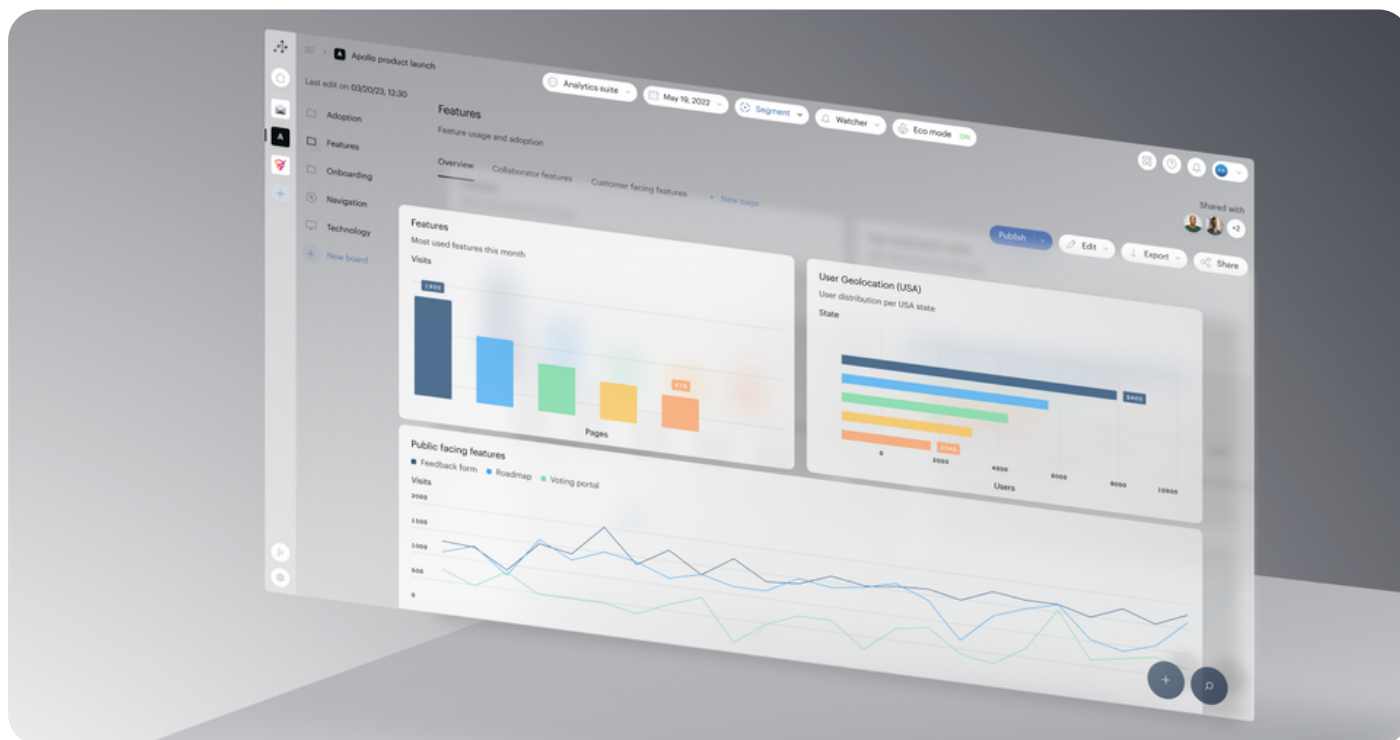
### PRIVACY-FIRST SOLUTION

Piano Analytics enables compliance with GDPR and ePrivacy regulations and is designed to be able to utilize a CNIL\*-approved consent exemption, giving you confidence to put your data to work with uncompromised trust



### ACCESSIBLE, INTUITIVE INTERFACES

No-code, drag and drop interfaces ensures everyone in your organization can visualize and share insights, either using Piano's pre-built reports, intuitive data query tools, and custom dashboards or by using specialized BI tools such as Tableau, PowerBI, and others



Competition for wallet-share in the streaming space has never been greater.

The days of a one-size-fits-all pricing and customer experience are quickly receding. Leveraging Piano Analytics' A/V Insights module has enabled Deutsche Telekom's Magenta TV service in Germany to personalize how it engages with its audience while improving the service's overall user experience.

#### ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 573 of the 2022 Forbes Global 2000 (G2K) as of January 31, 2023, use Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](https://www.snowflake.com).

#### ABOUT PIANO

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics, and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement, and drive personalization at scale from a single platform. Headquartered in Amsterdam with offices across the Americas, Europe, and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal, and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals, and others.