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.

BUILT FOR PERFORMANCE, DESIGNED FOR PRIVACY
Get a Real-Time, Accurate View of Customer Behavior to Drive Personalization at Scale

- 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.

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

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

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

*Commission Nationale de L’Informatique et des Libertes
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.