

# Activating Loyalty

How Media and Entertainment Brands Can Drive Lasting Growth in Fast-Changing Times



accenture

aws

braze

# Executive Summary

After a period of significant growth driven by the COVID-19 pandemic, the media and entertainment (M&E) industry is in flux. Engagement is peaking, subscription fatigue is setting in for many consumers, and the rise of new technologies is beginning to disrupt this vertical once again. In this guide from [Accenture](#), [Amazon Web Services](#) (AWS), and [Braze](#), we'll explore the causes of this shift and how brands in the space can effectively respond.

To succeed in today's landscape, M&E brands are looking to put individual customer needs at the center of their engagement strategy. That means building out strategies and systems to consistently deliver top-notch experiences that are unique to each user. To do so, brands will

want to ensure they are able to leverage the data and automation at their disposal efficiently and at scale.

With privacy regulations growing more stringent as third-party cookies are phased out, it's important for M&E brands to embrace first-party data to power their customer engagement strategies. This information makes it possible to deliver responsive messaging, personalize content recommendations, and continuously optimize customer engagement programs. By thoughtfully collecting data directly from viewers and customers with their consent, marketers can build a deeper connection with their audience while also driving more value over the long haul.

One of the most impactful ways for media and entertainment brands to meet these challenges and stay competitive in this fast-moving landscape is to take advantage of the transformative partnership between Accenture, AWS, and Braze, which brings together cloud-based technologies, generative AI, cross-channel customer engagement, and exceptional services in one cohesive unit.

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# Introduction: The Pandemic Boom and Its Impact

The media and entertainment industry is no stranger to disruption. The history of this vertical is defined by change, but over the past five years that change has been particularly swift. The COVID-19 pandemic and its lockdowns altered the way that people consumed content, creating unprecedented growth for [streaming platforms](#) and [digital publishers](#) alike as demand for digital entertainment skyrocketed. But every boom has its limits, and today M&E brands find themselves facing unparalleled competition and bumping up against the total addressable market for their offerings.

The key to future success in today's challenging M&E landscape lies in embracing a fundamentally customer-centric—or better yet, [life-centric](#) approach. To retain and continue monetizing the audiences they acquired during the COVID boom, brands are on the lookout for innovative ways to put the individual needs of their customer front and center, delivering the experiences they crave but aren't currently receiving.

“Increased competition for time, attention, and engagement from consumers and advertisers is requiring more value-driven differentiation in the market. Consumers want everything, everywhere, all at once.”

- Accenture Song



# New Challenges in M&E: Subscription Fatigue and Content-First Consumers

For consumers, today's entertainment landscape is defined by its endless abundance of choices. Every traditional subsection of the M&E vertical offers a wide array of competing services (from streaming services to digital publishers and beyond); at the same time, the rise of new entrants, particularly in gaming and social media, are disrupting the traditional entertainment hierarchy by offering users innovative and immersive experiences.

This glut of options has led to two significant challenges for M&E brands. First, reversion to the mean: According to Accenture, 35% of consumers unsubscribed from a top-five

streaming service in the past year,<sup>1</sup> while digital publishers have seen COVID-era gains decline over time.<sup>2</sup> Second, the rise of content over brand—according to Accenture, 72% of US consumers prioritize content over the brand itself.<sup>3</sup> To respond, M&E brands will want to refocus their efforts on driving retention and profitability by prioritizing the creation of high-quality content, but also by adopting innovative approaches capable of captivating and retaining audiences.

**Subscription fatigue:** The frustration and annoyance customers are feeling from the growing number subscriptions needed to watch what they want.

1. Accenture Song, "2023 Accenture Song x Media & Entertainment"
2. Digiday, "Post-COVID traffic declines set some sites back two years"
3. Accenture Song, "2023 Accenture Song x Media & Entertainment"



# The Rise of First-Party Data

Moving from Analyzing Data to Operationalizing Data in order to Drive Acquisition, Retention, and Monetization

Data has undergone a remarkable evolution in recent years, transforming from something that was seen primarily as a source of audience insights into a powerful catalyst for creating responsive and deeply personalized user experiences. For M&E brands, the value of data no longer lies solely in its analysis; instead, it serves as the cornerstone of their acquisition, [retention](#), and monetization strategies.

To unlock the full potential of their existing subscriber base, M&E brands should be

proactive about the operationalization of data. This involves crafting bespoke experiences tailored to individual user behaviors, content preferences, and platform interactions. In doing so, brands can establish a profound connection with their audience, aligning seamlessly with the expectations of today's viewers.

Data from Accenture underscores the significance of this shift, revealing that **66% of consumers now expect companies to possess an in-depth understanding of their unique**

**needs.**<sup>1</sup> But these consumer expectations come with their own share of challenges. The advent of stringent privacy regulations and the [gradual phasing out of third-party cookies](#) present new hurdles that brands have to navigate. Even so, it's imperative for media and entertainment brands to embrace the rise of first-party data, since it offers the key to their continued success in today's dynamic digital ecosystem.

1. Accenture Song, "2023 Accenture Song x Media & Entertainment"



# The Operational and Technical Efficiencies Needed to Make Profitability Happen

As M&E brands navigate the transition from a period of explosive growth, their primary focus is shifting from sheer user acquisition to optimizing the return on investment (ROI) from their existing audience. The objective is to maximize the value of satisfied customers, who not only stay loyal but also improve the bottom line in an ongoing way.

To excel in this environment, M&E brands can streamline operations and optimize efficiencies. Striking the right balance between content creation and advertising optimization is crucial for maintaining profitability in a changing industry.



## Streaming Services Need Efficient Cross-Platform Experiences

As digital has matured in recent years, marketers are used to consumers moving seamlessly between desktop and mobile platforms—a dynamic that makes coordinated messaging and experiences a must-have to keep customers happy. In M&E, the growing influence of over-the-top (OTT) media platforms like Roku and Apple TV adds another key platform for engagement, and brands can ensure that they're able to extend existing experiences efficiently by embracing technologies that can support true cross-channel engagement without adding work or complexity for marketers.



## Digital Publishers Need to Adjust to the Shifting Ad Landscape

During the pandemic, digital publishers [saw a spike in engagement](#), but those gains haven't necessarily resulted in sustained improvements or revenue for these brands. To cover content creation costs and put themselves on solid financial footing, publishers can adapt to the shifting advertising landscape, where traditional media brands are reallocating budgets from streaming services to social media ads.

# The Power of a Cohesive, Personalized Brand Experience

## Responsive Messaging

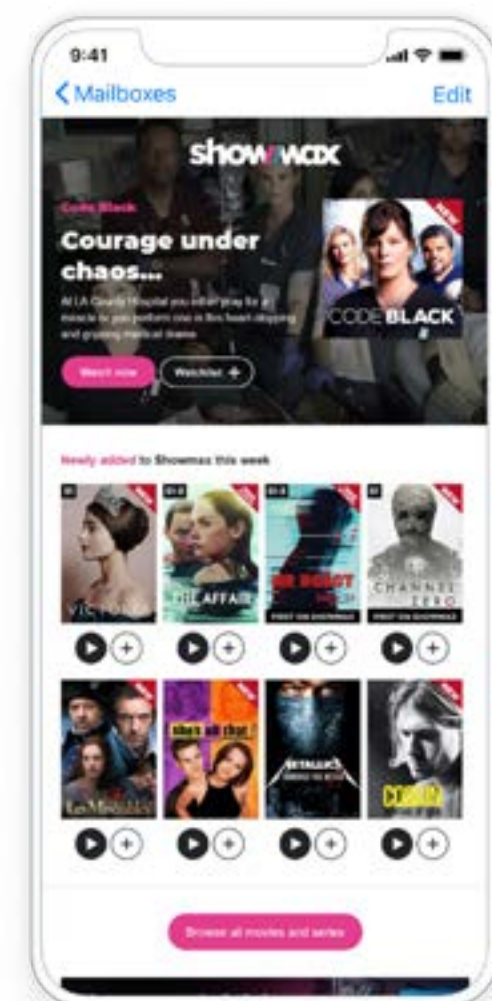
First-party data on user behaviors can open up new opportunities for engagement and monetization within their customer journeys. By automating the process of sending messages based on the content that viewers browse and consume, M&E brands can show that they're listening to their customers and providing them with what they need, when they need it.

## Relevant Content Recommendations

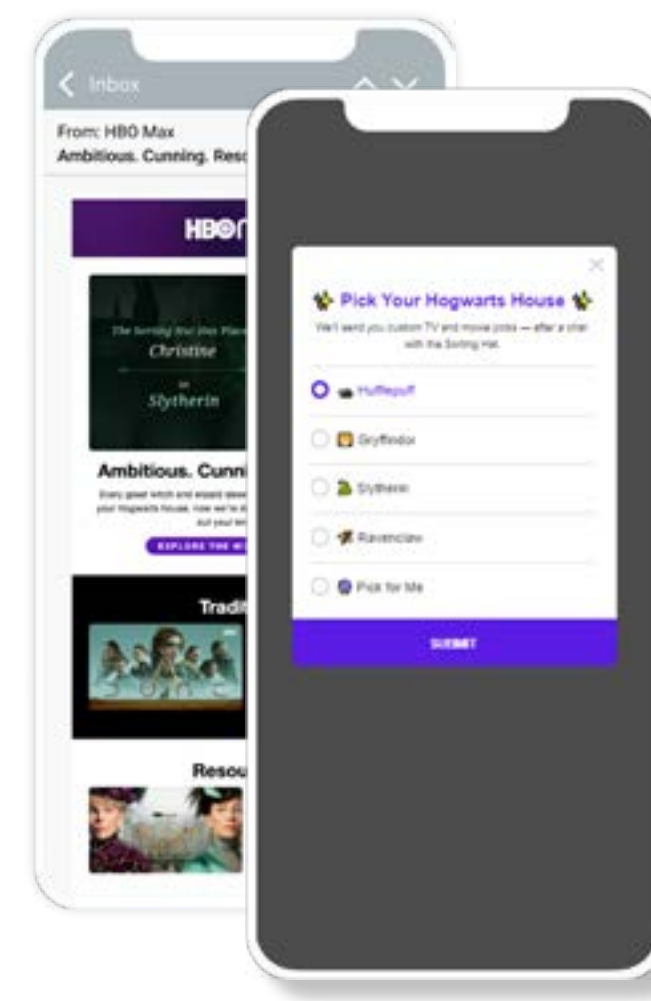
M&E brands can keep their suggestions cutting edge and drive meaningful value for customers and their bottom line alike by embracing streaming data and ongoing customer data collection to support truly customized experiences. Braze data supports this, showing that lapsing user campaigns leveraging personalization are **15% more effective** than average at driving users back to an app.

## Continuous Optimization

While all of these strategies are essential, their true potential can only be realized through **thoughtful, ongoing testing, experimentation, and optimization** across the entire customer journey. Enduring success hinges on the ability to adapt and evolve with changing consumer preferences and ongoing technological advancements.



**Showmax Used Smart Segmentation to Increase Subscribers by 204%**



**Max Drove 6X More Engagement With Interactive Quizzes and Content Recommendations**



**Peacock's Personalized Year-in-Review Emails and Real-Time A/B Tests Drove a 20% Reduction in Churn**



# Ensuring Responsive Customer Engagement: The Accenture + AWS + Braze Difference

## THE NEED: Exceptional, Life-Centric Experiences Powered by Interoperable Cloud Data and AI Capabilities

In today's dynamic M&E landscape, the rise of the internet, mobile devices, and a wave of new technologies has led to an explosion in the amount of user data at brands' disposal. At the same time, the evolution of cloud-based technologies and recent advancements in machine learning, particularly in connection with generative AI, have unlocked vast new opportunities to use that data to drive better customer engagement outcomes and provide responsive, impactful, and unprecedented customer experiences. To stay competitive, M&E brands should harness data-driven insights and cutting-edge technology to support true, life-centric customer experiences.

### What Life-Centric M&E Experiences Look Like

- Powering Exceptionally Responsive Messages and Ads
- Matching Customers to the Right Content
- Building a Messaging Iteration Flywheel

# THE SOLUTION: Use Accenture, AWS, and Braze in Concert

Leading M&E brands are increasingly taking advantage of their entire ecosystem to drive engagement across their brands and focusing on optimizing the customer lifetime value (LTV) from their existing audience. By leveraging AI and automation to streamline processes for engaging, retaining, and monetizing current users, these brands can maximize individual customer value and reach their business goals.

AWS, Braze, and the Accenture Customer Data Cloud (ACDC) make that possible.

AWS powers a significant portion of the global cloud-based ecosystem, allowing brands to seamlessly store, analyze, and process customer data from a variety of sources. Braze is built on AWS and

architected to support continuous data streaming and responsive, personalized conversations across channels and digital platforms. ACDC, which is also built on AWS, is designed to serve as an integrated data platform, expediting the onboarding and centralization of consumer, brand, and media data, as well as nuanced analytics.

By bringing together ACDC, AWS, and the Braze customer engagement platform, M&E brands can usher in an era of true life-centric engagement, allowing marketers to cater to their customers across various touchpoints, channels, and platforms to create lasting loyalty.

## Brand Needs Addressed:

- **Maximizing Data Value:** Brands can extract even more value value from existing customer data and systems when leveraging ACDC, AWS, and Braze in concert.
- **Enterprise-Wide Insights:** Customer data and insights are leveraged throughout the organization.
- **Access to Data-Driven Insights:** Brands gain better access to data-driven insights, supporting effective action via Braze.
- **Scaling Insights:** These insights can scale beyond initial initiatives and integrate into operational workflows.

# The Accenture + Braze + AWS Difference: Key Use Cases

## Powering Exceptionally Responsive Messages and Ads

- **Identity Resolution (AWS + Accenture):** ACDC on AWS enhances identity resolution, provides valuable user sets, and leverages Amazon Clean Room technologies to support the creation and training of custom audience models.
- **Action-Based and API-Triggered Messaging (Braze + AWS):** With Braze and AWS' [streaming data architecture](#), M&E brands can leverage real-time targeting and message triggering based on user actions data from various systems, including AWS, to support responsive engagement.
- **Aligning Messaging with Targeted Ad Products (Braze + Accenture):** [Braze Audience Sync](#) bridges customer journeys across owned messages and paid ads while the [Accenture Multimedia Advertising Platform](#) enables data-driven multimedia advertising operations with integrated AdTech components.

## Matching Customers to the Right Content

- **Consumer Segmentation and Analytics (Accenture + Braze):** Braze supports in the moment segments and campaign insights while ACDC provides enhanced data models and insights to support more personalized marketing content across channels.
- **AI Content Creation, Testing and Optimization, and Recommendations (Braze + AWS):** [Amazon Personalize](#) uses machine learning algorithms similar to Amazon.com to create tailored recommendations while reducing infrastructure costs. [Sage AI by Braze](#) leverages generative AI to create copy and creative and supports AI-driven optimization on every level of customer engagement, from messages to full user journeys.
- **Generative AI for Diverse Tasks (AWS):** [Amazon Bedrock](#) offers access to foundation models via an API, facilitating rapid experimentation and the customization of models, enhancing generative AI's capabilities for diverse tasks.

## Building a Messaging Iteration Flywheel

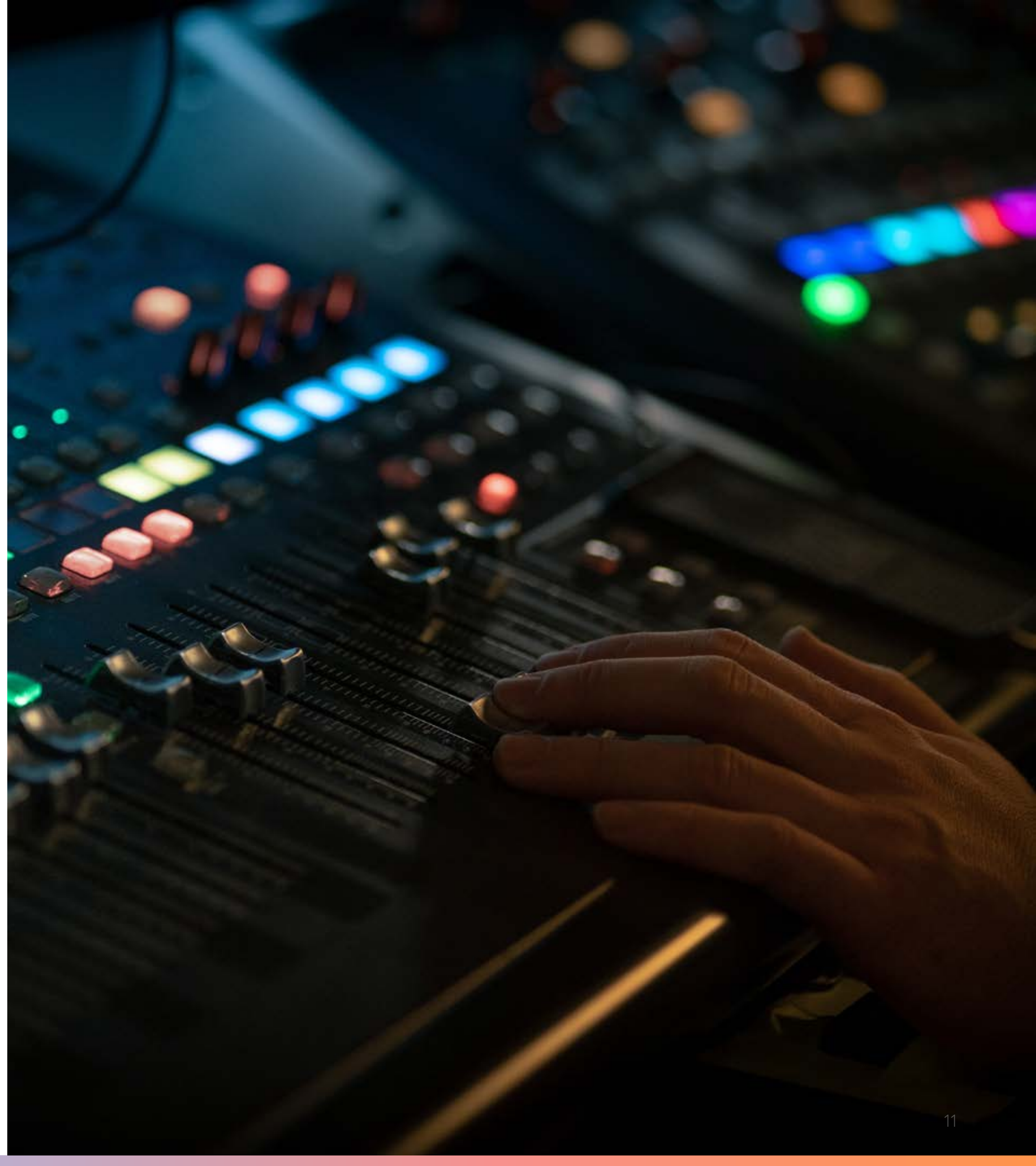
- **Seamless Data Ingestion (Braze + AWS):** M&E brands can seamlessly and continuously move relevant data into Braze from AWS and other data sources via [Braze Cloud Data Ingestion](#) (CDI), letting them enrich, trigger, personalize, and target cross-channel campaigns at scale.
- **Ongoing Data Exports (Braze + AWS):** The [Braze Currents](#) streaming data export tool seamlessly moves data out of Braze and back into AWS for storage, visualization, analysis, or to build AI/ML models for future campaigns.
- **Advanced Industry Insights, Services, and Custom-Built Solutions (Accenture):** Accenture services provide M&E brands with bespoke solutions addressing additional use cases and providing marketing/technology expertise to make the most of the tools listed above.



## Conclusion

The M&E industry faces ongoing challenges in a rapidly evolving landscape. As brands in this space continue to navigate new market dynamics, the strategies outlined here provide a roadmap for thriving in an era of data-driven, technologically-driven, and customer-focused growth.

Accenture, AWS, and Braze have emerged as key players in facilitating exceptional customer experiences and long-term business success in the M&E space and beyond. By leveraging these solutions in tandem, brands can support true life-centric experiences, driving stronger ROI, boosting retention, and supporting stronger customer relationships.



# About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments, and other organizations build their digital core, optimize their operations, accelerate revenue growth, and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data, and AI with unmatched industry experience, functional expertise, and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X, and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners, and communities. Visit us at [www.accenture.com](http://www.accenture.com).

# About AWS

Since 2006, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud. AWS has been continually expanding its services to support virtually any workload, and it now has more than 240 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 102 Availability Zones within 32 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in Canada, Germany, Malaysia, New Zealand, and Thailand. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit <http://aws.amazon.com>.

# About Braze

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love. With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies. Braze has been recognized as one of Fortune's 2023 Best Workplaces in New York, 2023 UK Best Workplaces for Women by Great Place to Work, and Fortune's 2022 Best US Workplaces in Technology. The company is headquartered in New York with 10+ offices across North America, Europe, and APAC. Learn more at [braze.com](http://braze.com).



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