

Fancast and RoadRunner users enjoy a superior site and shopping experience with CTRs of up to 34.5%, with Loomia recommendations, while sales orders and sizes have been maximized.

The Challenge

iN DEMAND (<http://indemand.com/>) needed:

- Branded storefronts for Fancast (<http://store.fancast.com>) and Roadrunner (<http://videostore.rr.com/>) providing a superior user experience and maximized store sales performance

The Solution

The storefronts are where iN DEMAND's users can log in, search for the video content they want to watch, buy or rent, review their shopping cart, and manage their accounts. In the storefront UI, users see only the content that their subscription type entitles them to see.

To ensure users enjoy a superior experience when searching and discovering content options, and to maximize sales, the storefronts have been integrated with Loomia's content recommendations modules that catalog storefront inventory, capture user behavior in relation to content, and track shopping activity to deliver recommendations served directly through Loomia modules or through API calls.

Fancast and RoadRunner both feature Loomia's Targeted Content Discovery module designed to surface the most relevant content options to users during the selection process, as well as Checkout Recommendations, which provide additional content suggestions within the shopping cart. All Loomia recommendations are based on customized blends of contextual, behavioral and social data inputs to generate the highest levels of relevance and user engagement.

iN DEMAND receives daily financial transaction reports, which provide them with the data they need for to fulfill their obligations for payments to content and distribution partners.

The Results

Since launching their site, iN DEMAND has gained tens of thousands of customers who come to the site to purchase DVDs, download content, and watch TV and movies. iN DEMAND can support their content providers' media offerings today, and can add more as Fancast and RoadRunner choose to increase their product lines. Fancast and RoadRunner users enjoy a superior site and shopping experience with CTRs of up to 34.5%, with Loomia recommendations, while sales orders and sizes have been maximized.

