



Sergi Escartí Esparza
Content creator

YOUBORA
is developed by

“ YOUBORA has allowed us to look deeper into our app and into our business performance.”

FOX Business intelligence Analyst



www.nicepeopleatwork.com
sales@nicepeopleatwork.com

YOUBORA

SMART VIDEO ANALYTICS

Home to broadcasters,
media groups, OTTs and telcos

YOUBORA is a 360° approach for an efficient video service management which proactively allows service providers to take actions into their service.

Build personalized and engaging experiences to maximize revenue, make business intelligent decisions across the entire platform and track their progress.



YOUBORA

Am I meeting my business goals?
Which CDN is the best for now?
Where should I place my ads?
Have I grown my user base?

ANSWER YOUR QUESTIONS

ANALYTICS



Understand your platform for any internet-connected device.

Efficient troubleshooting and customer service.

Identify unknown areas of improvement.

Assure a premium QoE.



INFRASTRUCTURE

Change between CDNs according to your business rules.

Real time recommendations on CDN switching.

Dictate parameters such as overflow or billing plans.

Optimize your infrastructure.



USERS

Analyze your audience in-depth and predict users' journey.

Predict the likelihood of your users churning.

Understand their behaviour and preferences.

Work on threatened users.



ADS

Gain ad efficiency measurement for full transparency.

Optimize ad strategy with control of its impact.

Ensure a sustainable business model.

Understand users' tolerance to ads.