



50% of users interacting with the Fanplayr Engagement Widget continue to browse, and as a minimum, go on to engage with at least one new piece of content.

Infinity is the on-demand video streaming platform with movies, TV series, cartoons, programs and fictional programming from the Mediaset Group. Active since 2013, it was the **first SVOD service on the Italian market.**

CHALLENGE

Increased engagement onsite

The engagement strategy developed for Infinity is aimed at increasing the time spent by the user on the site, and encouraging engagement with specific new content.

Users who are inactive for a long time on any particular page are targeted with the "How do you feel today?" widget. Depending on the emoticon clicked, the user is taken to a category page that contains a collection of films in line with the selected mood.

50% OF USERS
CONTINUE TO
BROWSE



RESULTS

50% of the users who interact with the Fanplayr Engagement Widget, continue browsing by watching **at least one new piece of content.**



Using the fully managed service provided by the Customer Success team at Fanplayr, we constantly adapt strategies based on the changing of user habits and based on seasonality.

Marta Dones

Customer Marketing Manager Infinity

With Fanplayr we reach and activate the most detailed elements of our traffic.

Marco Dall'Olio

Digital Marketing Manager Infinity



Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors. Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

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