kubit
CASE STUDY

The Challenge:

When **TelevisaUnivision** launched its video streaming platform Vix in 2022, it quickly became a key market player. They **needed deep insights into customer behavior** and retention, going beyond BI capabilities.

By seamlessly integrating with their central data warehouse and customer data platform, **Kubit provided their team with self-service insights by combining** content, subscription, and user behavior data.

Televisa Univision

*"Kubit is so **quick and user-friendly.** I can just filter by platform and release to **immediately get my questions answered**."*

Isabella Poleo
Senior Product Analyst

RESULTS

10X increase in **data access** across their team

KEY METRICS GAINED:

Most popular shows	7-day retention
# of DAUs and MAUs	Avg. watch time/user

- **3500+ data queries per month** from 50+ users
- **4X increase in platform adoption** in under 12 months
- **Enhanced user experience** with monitoring and alerts for product anomalies
- **26% boost in converting** new viewers to loyal customers
- **Self-service data access** reduced expensive IT hiring costs

Want to see the full product in action? → **Book a Demo**