NOW

NOW, FORMERLY NOW TV

500× faster clickstream processing, on NOW's own Google Cloud.

NOW, formerly NOW TV, used Syntasa inside its own Google Cloud to turn complex Adobe clickstream into data every analyst can query, cutting a typical query from 1,700 seconds to 3.4.

SECTOR
Commercial

INDUSTRY
Media & streaming, video on demand and broadband

REGION
UK & Ireland

DEPLOYMENT
Inside NOW's own Google Cloud environment

DATA
Adobe Analytics clickstream from web, apps and devices

USE CASES
Clickstream analytics, Cross-device journeys, Self-serve analytics, BI dashboards

CLICKSTREAM PROCESSING
500×
faster than the previous SAS and Hadoop environment

QUERY TIME
3.4 sec
for a query that used to take 1,700 seconds

ANALYTICS CAPACITY
48%
of the analytics team's capacity recaptured, by NOW's estimate

NEW DASHBOARDS
3 months
to build more product dashboards than in the previous two years

> **The decision to invest in Syntasa was quite easy as it was loaded with benefits that we could leverage just straight out of the box, without the need to sacrifice or replicate any technology investment we had already made.**

Kevin Mithani, Senior Product Owner, Digital, NOW TV

CONTEXT

What gets watched, on which device.

NOW, known as NOW TV until 2021, offers video on demand and broadband in the UK and Ireland.

As its streaming services grew, the product team wanted to know which content customers watch, on which devices, and whether they click on the content recommended to them.

The answers were in the Adobe Analytics clickstream from the website, apps and devices. The team wanted that data ready for every analyst, in a platform that could scale as NOW moved into new markets.

CONSTRAINT

Split data, a slow platform and 2,000-line queries.

- **One Report Suite per platform.** Adobe Analytics captured each platform and device separately, so one customer's behavior across devices was hard to combine.
- **A slow legacy platform.** Large volumes of clickstream sat in a SAS and Hadoop environment, and analysts waited for data to be loaded and reshaped before they could use it.
- **Raw data analysts couldn't read.** Simple questions, like how many customers added something to their watchlist and then watched it, took SQL up to 2,000 lines long and up to half an hour to run.
- **The data had to stay in place.** Any new platform had to run natively in NOW's existing Google Cloud, not copy the data into another tool.

TIMELINE

How the work grew.

BEFORE

SAS and Hadoop

Clickstream processed slowly, with analysts writing SQL up to 2,000 lines long to answer simple questions.

DEPLOYMENT

Syntasa in Google Cloud

An automated Adobe Analytics pipeline replaces custom scripts and manually run jobs, inside NOW's own cloud.

3 MONTHS

Self-serve analytics

More product dashboards built than in the previous two years, with every analyst running their own queries.

NEXT

Beyond reporting

Plans to use the same data for A/B tests, journey maps and models for segmentation, recommendations and churn.

ABOUT NOW

NOW is a video-on-demand and broadband service in the UK and Ireland, part of Sky. It was known as NOW TV until 2021.

DEPLOYMENT

From Report Suites to answers in seconds.

Syntasa replaced custom SQL scripts and manually run jobs with one automated pipeline, running inside NOW's Google Cloud.

01

Ingest every Report Suite

The Adobe Analytics app configures itself to parse NOW's custom fields (eVars), takes in the newest behavior continuously, and checks it against Adobe's Reporting APIs.

02

Stitch each customer together

Clickstream from every Report Suite is enriched with custom variables and lookups, and a device graph joins each customer's sessions across devices.

03

Open it to every analyst

A unified customer schema in BigQuery hides the complicated clickstream logic, so analysts run their own queries and build Tableau dashboards without specialist knowledge.

ARCHITECTURE

The architecture, in NOW's Google Cloud

Adobe Analytics
Report Suites for web, apps and devices

→

Adobe Analytics app
eVars parsed, data validated

→

Enrich and stitch
Lookups and a cross-device graph

→

BigQuery
A unified customer schema

→

Analysts
Tableau dashboards and ad hoc queries

HOW IT WORKS

How one customer's journey comes together

Every analyst question starts with the same need: one customer's behavior, across every device, in a form anyone can query.

1 **Ingest**
Clickstream from each Adobe Report Suite lands continuously, with custom fields (eVars) parsed automatically.

2 **Validate**
The data is checked against Adobe's Reporting APIs, so analysts can trust the numbers.

3 **Stitch**
Custom variables and lookups enrich every event, and a device graph joins each customer's sessions across devices.

4 **Simplify**
A unified customer schema wraps the complicated clickstream logic, so ad hoc questions need short queries, not 2,000 lines.

> **"The fact that we can deploy Syntasa on our pre-established environments, and exploit the outputs there, means that it adds no extra analytical effort."**
>
> Tom Slade, Insight Manager, NOW TV

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Clickstream processing speed	Baseline	**500×**
Typical query run time	1,700 sec	**3.4 sec**
Analytics capacity recaptured	–	**48%**
Product dashboards built	Previous 2 years	**More in 3 months**

WHY SYNTASA

What made the difference.

- **Runs where the data already is.** Natively in NOW's Google Cloud, with no need to replace or replicate existing technology.
- **Analysis-ready from the start.** Adobe clickstream structured into a unified customer schema analysts can read.
- **Scales with the business.** Built to handle growing data as the service expands into new markets.
- **An automated, reliable pipeline.** Custom SQL scripts and manually run jobs replaced by continuous, validated ingestion.
- **Self-serve for every analyst.** Ad hoc queries and Tableau dashboards without specialist clickstream knowledge.

> **"For us the key vision was the ability to improve efficiency in the way we interact with the data, make the best use of our analysts' time, and make decisions in a timely manner based on the data we have about our customers."**
>
> Kevin Mithani, Senior Product Owner, Digital, NOW TV

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

Talk with our team
syntasa.com/contact