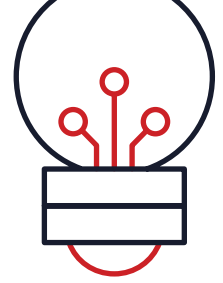


PubNub Illuminate



PubNub Illuminate is a real-time decisioning and analytics solution that lets you observe and affect your app's dynamics like engagement, monetization, and more. From configuring metrics to triggering actions to seeing results, everything happens in real-time, without burdening your dev team.



Set your strategy

Define sets of rules that trigger actions without developer support.



Iterate

Adjust your strategy based on the results.



Put it in motion

Send actions that affect your apps experience and promotions.



Watch it play out live

Measure how your users react to different signals.

“*Delivering global digital fan engagement for large-scale sports events is the core business of Sport Buff,” said Benn Achilleas, Founder and CEO of Sport Buff. “Since 2019, we’ve seen great success working with leading sports rights holders, tournaments, and broadcasters, and we’re intrigued by the promise of PubNub Illuminate since it can impact key outcomes the sports industry cares about – increasing viewing time and maximizing both fan engagement and monetization potential using time-critical engagement data.*”

Benn Achilleas

Founder and CEO of Sport Buff



- ✓ Conduct live, targeted experiments
- ✓ Trigger actions and promotions live
- ✓ See impact in real time with live charts

Keep Devs focused on your app, and give Product Managers the power to experiment.

Talk to us: sales@pubnub.com | See the Docs: pubnub.com/docs/illuminate | View our Illuminate page: pubnub.com/products/illuminate

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