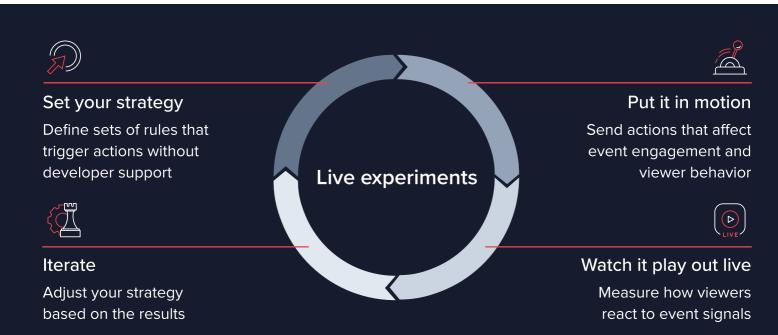# PubNub

PubNub Illuminate

For Sports, Media, & Entertainment

PubNub Illuminate is a real-time decisioning and analytics solution that lets you tailor strategies, run experiments on the fly, and instantly see results. Now it's easier than ever to monetize your global on-demand and live-streaming apps. Product Managers can execute targeted promotions and rewards, insert media workflows for dynamic ad insertions, link viewer behavior to incentives, track every action with custom, real-time aggregate and device metrics, and more, all without burdening their dev teams.

Set your strategy
Define sets of rules that trigger actions without developer support

Iterate
Adjust your strategy based on the results

Live experiments

Put it in motion
Send actions that affect event engagement and viewer behavior

Watch it play out live
Measure how viewers react to event signals

Our Customers

vFAIRS   17LIVE   LIVE NATION   DAZN   LIVELIKE   VEEPS

Conduct live, targeted experiments

Trigger event actions and promotions live

See impact in real time with live charts

Keep Devs focused on the apps and help Product Managers create an engagement goldmine!

Talk to us   See the Docs   PubNub Illuminate