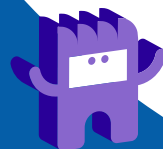


# Vindicia solutions for media and content

## Vindicia subscription billing and recurring revenue solutions

help media and content  
providers grow subscribers,  
optimize retention, and build  
predictable online revenue



**vindicia**<sup>®</sup>  
An Amdocs Company



## The challenge

Consumers today are increasingly opting for on-demand consumption, preferring to read news, watch videos and browse content online. As a result, the media industry is undergoing transformational change. Innovative publishers, media organizations, and other content owners are creating new digital strategies and products that leverage substantial investments in content. The common goal is to retain current customers, reach a new generation of mobile consumers, and grow predictable, recurring revenue streams.

This new reality can be challenging for established newspaper and magazine publishers, as well as other content providers. Is your organization frustrated when trying to bring ideas for new digital products to market, due to the inherent limitations of legacy billing systems? What you need is the agility to create new products, provide new ways to price products and bill customers, offer frictionless payment capabilities, and create new opportunities to retain customers, grow revenue, and increase customer lifetime value.

## The solution

Vindicia offers SaaS-based subscription management solutions that provide media companies, publishers, and content providers with powerful capabilities for subscriber acquisition, billing, and retention.



Vindicia Subscribe is a complete subscription billing and recurring payment platform that will provide your media business with invaluable marketing functionality and best practices to optimize customer retention, enhance acquisition rates, and minimize operational overhead. Vindicia Subscribe provides options for subscription lifetime, pay-per-use, add-ons, multiple invoicing choices, payment aggregation, virtual currency support, and a full range of payment strategies and payment types. To learn more refer to our [Vindicia Subscribe data sheet](#).



If your media business already has an efficient, agile billing system in place, Vindicia Retain is the perfect companion solution, increasing customer retention and driving higher revenue and customer lifetime value. By adding this noninvasive solution on top of your existing billing system, you can dramatically reduce the involuntary churn caused by failed payment transactions. For further information, read our [Vindicia Retain data sheet](#).

## Keeping your media subscribers connected

Our cloud-based subscription management solutions keep your consumers connected to your media and content services. We make it easy to:

- Create agile subscription and recurring revenue business models that respond to demand
- Maximize recurring revenue via pricing, packaging, bundling, campaigns, and promotions
- Retain customers longer by implementing frictionless payment strategies and payment methods that reduce subscriber churn

What's more, the Network Effect of our wealth of subscription transaction data combined with detailed, actionable business insights provides your company with a valuable window into trends and patterns across various media and content subsectors. In periodic business reviews, our clients benefit from our use of benchmarking and data-driven analysis to uncover opportunities to increase revenue.

## Unmatched flexibility

Vindicia Subscribe enables unlimited customization to monetize digital media and content offerings. It provides the flexibility that lets you shift and craft your content offerings to take advantage of different marketing and monetization approaches.

You can offer monthly, quarterly, and/or annual subscriptions—and then add freemium subscriptions and metered usage to the mix. You can easily experiment with one-time purchases and microtransactions, including virtual currencies. With Vindicia Subscribe, you find what works and keep optimizing it.

## Scalability and reliability

In the world of online media and content, scalability is essential. Your customers won't wait for you to process their transactions—or come back if they encounter error messages. With 99.99+% uptime and \$38 billion processed to date, we are always ready to serve your subscribers, even when demand surges or when you launch a global promotion.

## Payment options and international support

Vindicia Subscribe accepts a broad range of the most popular payment methods, including credit cards, debit cards, ACH, Amazon Pay, Apple Pay, Google Pay, PayPal, direct debit (including UK and SEPA schemes), mobile payments (including BOKU and Huawei), and other popular regional methods. We are constantly introducing new and improved subscription payment methods to help drive the success for media organizations and online content providers.

If you are expanding your business globally, Vindicia Subscribe accepts any currency supported by our payment processors, and that includes virtually all of the world's leading currencies. You can provide payment-related communications in any language that is compliant with ISO-639.2 or W3C IANA Language Subtag Registry standards.

## Advanced customer retention technology

At the first sign of a payment issue, most legacy billing systems automatically interrupt the subscription or recurring revenue service, which can lead to lost customers and reduced customer lifetime value.

Vindicia Subscribe and Retain, however, incorporate our unique, advanced retention technology to analyze failed transactions, diagnose the issue, and immediately address the problem. Our retention technology resolves



## Vindicia key benefits

### Customer acquisition:

- Support a broad set of flexible business models
- Offer a variety of promotions and coupons to acquire new subscribers
- Determine which customer segments to focus on based on analytics
- Reduce chargebacks and minimize losses from fraudulent orders

### Customer retention:

- Increase transaction successes with advanced technology
- Reduce churn with retention offers
- Integrate cross-sell and upsell programs
- Manage and automate localized communications with subscribers

### Operational excellence:

- PCI Level 1 service provider status reduces PCI compliance burden
- Extend global reach with regional payment methods and integrated tax engine
- Launch new services on an infrastructure that scales to meet your needs
- Take advantage of a 99.99+% uptime
- Leverage subscription intelligence for more informed business decisions

up to 15 to 30% of failed transactions without involving the customer, leading to an immediate revenue uplift of as much as 5% – plus much greater gains in customer lifetime value.

Vindicia makes all of this possible with our powerful Network Effect – sophisticated analysis that takes full advantage of our wealth of transaction data, including more than 15 years of data gleaned from subscriber transactional analysis.

## Finance and tax

Successful subscription billing requires more than robust support for customer acquisition and retention. Finance, tax, and anti-fraud issues are also vital to your success. That's why we let your finance team define your preferred revenue recognition methodology. Use multiple unit types for different taxable statuses, and take advantage of our integrated tax engine that helps you calculate, collect, and remit transactional taxes, streamlining compliance with thousands of taxes across the regions where you offer your media service

## Vindicia-Marketing G2 integrated solution

Through a strategic partnership with Marketing G2, we have integrated Vindicia Subscribe with the MG2 Engagement Platform, creating a unique solution designed specifically for publishers and media organizations. This powerful, integrated solution lets your organization hit the reset button on subscriber management and blaze a path to new digital product innovation without disturbing existing revenue streams.

## Business and revenue optimization

Choosing Vindicia Subscribe is the first step to increasing your revenue and growing your company's customer base. The Vindicia team will get you up and running quickly with a deployment methodology that's built around proven use cases and team-based implementation best practices.

After you're up and running, we keep working with you. During periodic business reviews, we'll help you optimize pricing, analyze revenue patterns, manage customer churn, and benchmark your performance against your industry peers.

Ready to learn more? Visit [www.vindicia.com](http://www.vindicia.com) or [contact us](#) today.

---

### About Vindicia

Vindicia offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. To learn more visit [www.vindicia.com](http://www.vindicia.com).

Copyright © 2020 Vindicia, Inc. All rights reserved. Vindicia, the Vindicia logo, Vindicia Subscribe, Vindicia Retain, and the designated trademarks herein are trademarks of Vindicia, Inc. in the U.S. and/or other countries. All other brands or product names are the trademarks or registered trademarks of their respective holders. 0120



**vindicia**<sup>®</sup>  
An Amdocs Company

Vindicia, Inc., 2988 Campus Drive, Suite 300  
San Mateo, California 94403-2531  
P +1 650 264 4700 • F +1 650 264 4701  
[vindicia.com/contact-us](http://vindicia.com/contact-us)