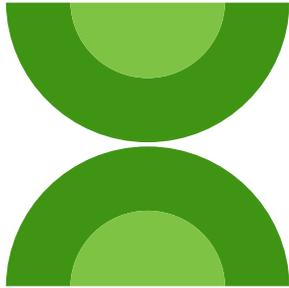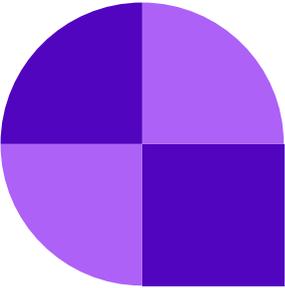# Integrated Vindicia and Naviga solution

Combining the Naviga Content Engagement Platform with Vindicia Retain to reduce passive churn and improve reader retention for publishers

Boosting retention for publishers

In today's challenging market, publishers, news media, broadcasters and magazines have a pressing need to improve customer retention. Passive churn has the potential to chip away at recurring revenue streams and impact the ongoing reader relationship and experience. That's why Vindicia and Naviga have partnered to integrate the Naviga Content Engagement Platform with the Vindicia Retain customer retention solution.

Creating value together

The integrated solution provides an end-to-end engagement platform for publishers to monetize and deliver content, while managing reader engagements and reducing passive churn. Vindicia Retain automatically evaluates failed payment transactions and applies subscription intelligence and business logic to optimize the transaction so that the payment can be processed successfully. In most cases, the repaired payment issue will not recur in future billing cycles.

The result is a dramatic reduction in passive churn, allowing publishers to retain the revenues from both the current billing cycle and all future billings because the reader stays with the service.

For publishers, this means fewer interruptions to service, a reduction in costly secondary billing efforts like removal and reinstatement of autopay, and a frictionless and uninterrupted experience for readers who wish to continue with the service despite unintended payment problems. This helps readers retain their access to the valuable content and information they expect.

Integrated Vindicia-Naviga solution benefits

- Enables publishers to create, enrich, deliver and monetize content to manage engagements from end to end

- All-in-one solution handles all of the complexities of digital publishing

- Delivers a digital age, real-time, frictionless reader experience through multiple channels

- Vindicia's subscription intelligence unravels the reasons for payment failures and automatically resolves the issues

- Resolves 15-30% of terminally failed payment transactions for an immediate 3 to 6% revenue boost, plus extended lifetime value by reducing passive churn*

*Forrester Total Economic Impact Study

Preventing passive churn

To prevent passive churn, it's important for publishers to ensure that involuntary payment transaction failures do not result in lost subscribers. Even when readers are happy with their subscription service, unintended payment failures often result in interrupted relationships or even cancellations. Cancellations due to preventable payment failures can make it difficult to grow or even sustain a publishing business.

To meet these challenges head-on, publishing businesses need to view the subscription lifecycle holistically, understanding how customer retention is inextricably tied to the customer journey, driving ongoing revenue streams and customer lifetime value.

Vindicia Retain is the answer

Vindicia Retain is a cloud-based customer retention solution that uses subscription intelligence, sophisticated retry algorithms, and large data sets to automatically resolve failed payment transactions and reduce involuntary churn.

Vindicia Retain accepts all global currencies and works for any digital publishing business. On average, Vindicia Retain recovers up to 55% of all transactions using a combination of retry logic and data-driven strategies. On top of that, it consistently recovers an additional 15 to 30% of terminally failed transactions.

About Naviga

Naviga is the leading provider of software and services powering media-rich industries. The company's Content Engagement Platform helps companies create, enrich, deliver and monetize content to manage engagements from end-to-end. The solutions are easy to use, scalable and agile. Combining its experience in media with a dedication to digital, Naviga developed software solutions that help any content-driven business meet the demands of the future of information. With headquarters in Bloomington, MN and regional offices throughout the world, Naviga is a trusted partner serving over 3,200 news media, broadcast, magazine, financial services and corporate clients in 45 countries.

For more information, visit https://navigaglobal.com

Vindicia Retain benefits

- **Recover top-line revenue.** Boost ongoing revenue streams and customer lifetime value

- **Create better customer experiences.** Eliminate traditional methods of recovering failed payments that can generate negative customer experiences

- **Less pressure on billing teams.** Reduce the pressure on billing teams to optimize payment success rates

- **Leverage success metrics.** Gain added visibility into payment metrics such as customer lifetime value and customer acquisition costs to inform future subscription features and meet evolving to meet customer needs

- **Zero upfront costs.** Vindicia Retain is provided without any upfront costs.

Vindicia Retain publishing clients include:

BH MEDIA GROUP A Berkshire Hathaway Company BONNIER Corporation CONDÉ NAST Forbes GANNETT meredith TRIBUNE PUBLISHING

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.**

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