Vindicia and Marketing G2 Joint Solution

Integrated customer engagement, ecommerce, and recurring billing solution for digital content providers

Now you can leverage the combined strength, flexibility, scalability and ingenuity of the integrated Marketing G2 Engagement Platform and the Vindicia® CashBox® subscription billing solution to disrupt your digital offerings for increased revenue.

Marketing G2 (MG2), a leading provider of digital solutions for publishers and content providers, and Vindicia, a leader in enterprise-class subscription billing and recurring payment solutions, have partnered to integrate the MG2 Engagement Platform with the Vindicia CashBox platform.

The combined solution creates an integrated ecommerce and customer engagement solution that helps subscription-based businesses build new revenue with an actionable 360-degree view of the customer decision journey.

Business Challenges

In today's digital economy, publishers and other subscription-based companies require transformational change and innovation to build new revenues and improve the speed with which new products get to market. Publishers seek the limitless ability to create new products that leverage their unique content, leverage their existing customer base, provide new ways to price products and bill customers, offer new means for customers to consume and pay for those purchases, test and measure engagement performance, and create new opportunities to retain customers, grow revenue, and increase customer lifetime value.

The Marketing G2-Vindicia Integrated Solution

Integrating the MG2 Engagement Platform with the Vindicia CashBox subscription billing solution provides a powerful, unique billing solution designed specifically to enable publishers and content providers to "hit the reset button" on subscriber management and blaze a path of new digital product innovation while not disturbing existing revenue streams.

The combined solution gives content providers the opportunity to think differently about subscriber management. The flexible solution enables positive market disruption by fueling innovation of new digital products with sales models that will drive revenue. The solution gives forward thinking publishers unrestricted product

Solution Key Benefits

- Manage the entire customer lifecycle from presales, customer authentication, content/entitlement authorization, acquisition, customer self-service, and billing.

- Allow customers to manage all subscription or membership transactions, while you capture them for increased engagement opportunities

- Manage outreach campaigns, e-mail, direct mail, telemarketing and data discovery

- Take advantage of a true 360-degree transparent view of your customer's decision journey powered by a single-view, intelligent, foundational database.

MARKETING G2

Solution Brief

> "Integrating the MG2 Engagement Platform with the Vindicia CashBox subscription billing solution provides a powerful, unique billing solution designed specifically to enable publishers and content providers to 'hit the reset button' on subscriber management and blaze a path of new digital product innovation while not disturbing existing revenue streams."

- **Paid content strategy, user authentication, identity management, and entitlement management** are provided via flexible technology that manages all aspects of the workflow to support your specific content strategy to build digital revenue.
- **Point-of-sale mobile solutions** help you capture sales at your marketing events or call on the right households, return to households that you don't reach right away, write up and process orders more efficiently, verify payments before the sale, and collect payments sooner.
- **Data discovery, campaign management, and analytics** uncover the marketing intelligence hidden in your data, enabled by a powerful analytics and visualization tool that makes data actionable. This helps you target the right consumers with the right offers at the right time and with the right medium.

Vindicia CashBox Capabilities

The Vindicia CashBox subscription billing platform drives higher levels of customer acquisition, retention, and satisfaction:

- **Go-to-market flexibility:** Offer monthly, quarterly, seasonal, and/or annual subscriptions. Launch coupons, loyalty programs, virtual currency, and channel incentives that attract digital subscribers.
- **International and multiple payment options:** Accept any currency that your payment processor supports. Win customers who prefer non-traditional payment methods, including Amazon Payments, PayPal, Apple Pay and more.
- **Finance, tax, and anti-fraud capabilities:** Define your preferred revenue recognition method, and take advantage of an integrated tax engine that helps you calculate, collect, and remit transactional taxes. Anti-fraud automation makes it easier to prevent fraudulent transactions.
- **Increased subscriber retention:** Minimize customer losses due to payment failures through Vindicia's advanced retention technology.

Combined Solution Benefits

The deep integration of the MG2 Engagement Platform with the Vindicia CashBox subscription billing platform offers the following combined benefits:

- Manage the entire customer lifecycle, from presales engagement, customer authentication, content/entitlement authorization, acquisition, customer self-service, and billing.
- Allow customers to manage all of their subscription or membership transactions with ease, while you capture them for increased engagement opportunities.
- Manage your outreach campaigns, e-mail, direct mail, telemarketing and data discovery with seamless integration for maximum return.

and pricing opportunities, built-in retention capabilities, upsell and cross-sell functionality, testing and analytics, and global payment methods with an industry-leading customer engagement platform.

Marketing G2 Capabilities

The MG2 Engagement Platform lets you manage access to your content on any platform that a subscriber or visitor utilizes. Advanced capabilities include:

- **Single view customer-centric database** provides a single view of your customers, supporting all of the data sources and platforms where you engage with your customers and where customers engage with you. This enables effective touchpoints that fuel increases in customer lifetime value and retained revenue.
- **Self-service customer portal** where your customers manage their subscriptions or accounts at their convenience, which makes life easy for them and controls costs for you.
- **Subscription acquisition and pure ecommerce** offers can be served up with ease and speed, helping to drive new digital revenue.

> "The combined solution gives content providers the opportunity to think differently about subscriber management. The flexible solution enables positive market disruption by fueling innovation of new digital products with sales models that will drive revenue. The solution gives forward thinking publishers unrestricted product and pricing opportunities, built-in retention capabilities, upsell and cross-sell functionality, testing and analytics, and global payment methods with an industry-leading customer engagement platform."

- Make billing an integral part of the ongoing customer relationship and not a back-office function.
- Benefit from scalability, failover, and the highest level of compliance standards in the industry.
- Take advantage of an automated comprehensive worldwide tax engine to expand your markets.
- Optimize rebilling windows and customer notifications to minimize customer frustration and maximize revenues.
- Introduce targeted subscription models for colleges, businesses, and gifts.
- Integrate with legacy manufacturing and distribution systems, so you can move fast without business disruption.
- Promote the creation of new product lines and sales channels quickly and easily.
- Open new international markets with local payment options.

About Marketing G2

Marketing G2 develops data-driven customer engagement technology and management tools that enable subscription-based companies to utilize all of their data, technology, and content assets to engage customers and prospects to grow audience, increase revenues, and reduce costs.

From presales engagement through customer authentication, access to content/entitlements, POS and ecommerce, subscriber management and recurring billing, MG2's Engagement Platform and services are utilized to manage more than 32 million customers of the leading media companies throughout North America, including Advance Publications, Cox Media, Gannett, Hearst, Tribune Publishing, and Postmedia Network.

Marketing G2 | **www.marketingg2.com** | +1 215 822 2289

- Take advantage of a true 360-degree transparent view of your customer's decision journey powered by a single-view, intelligent, foundational database.
- Create new offers, billing plans, and pricing models without limitation.
- Enjoy next-generation hosted subscription billing and recurring billing that increases customer retention.
- Support a wide variety of subscription models, including one-time purchases, freemium, digital goods, subscriptions based on season or time of day, or any combination.
- Utilize tools to screen fraud on the front end and "friendly fraud" on the back-end.
- Improve customer lifetime value with upsell and cross-sell management.

We're the Subscription People

The Vindicia platform is much more than a billing system. And we're so much more than our products. Vindicia helps you acquire, bill, and retain customers. The result: greater recurring revenue. And that defines success in the subscription business.

Servicing millions of subscribers yields more data, better insights, and greater value for our clients. All made possible by the Network Effect. We provide comprehensive subscription solutions built on proprietary technology, strategic consulting and best practices for subscription businesses that we forged from big-data insights. That's why they call us the Subscription People.

The Subscription People

ABOUT VINDICIA

Vindicia, an Amdocs company, 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. That's why they call us the Subscription People. To learn more visit **www.vindicia.com.**

US Headquarters

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

vindicia.com