

Vindicia: Your Subscription Payments Edge

Increase revenue by working with the strategic payments experts

Vindicia knows subscription payments. We were born out of the realization that subscription payments are more than just traditional billings that recur. Payments, especially for B2C companies, can be strategic—they either limit or fuel customer acquisition and retention.

To win and keep subscribers over the long term, you need to tune your processes to maximize customer acquisition, customer satisfaction, and revenue. Our team of subscription payments experts partners with clients to do exactly that. Think of Vindicia as the payments company that can help you turn billing into a competitive weapon.

Analysis-based Advice

When you work with Vindicia, we help you make choices related to pricing, processors, fraud prevention, retention, and more. Our advice is grounded in two things: analysis and experience. Vindicia has processed \$38 billion in payments covering more than 351 million digital accounts. We use the power of big data to mine our data for insights into the best ways to handle payments across and within B2C sectors.

We take advantage of our wealth of data to help clients increase revenue by:

- Optimizing subscription business models for revenue and retention
- Increasing retention through best entitlement practices
- Reducing involuntary churn by as much as 25% over traditional methods
- Preventing fraud and chargebacks without rejecting legitimate subscribers

Knowhow to Drive Subscription Success

Insight doesn't just come from data—experience matters, especially when it comes to launching a subscription offering. As our clients set up their subscription payment processes, our team helps to align them with recurring-payments best practices for everything from fraud tolerance to subscriber communications. For instance, did you know that the way you communicate about renewals has a huge impact on retention? We do, and we can help you avoid communication-related cancellations.

As you expand globally, the Vindicia team is ready to help you accept all the payment methods and languages that potential customers want to use. Hint: you won't thrive in Europe, Asia, and Latin America by just accepting credit cards, debit cards, and PayPal. That's why Vindicia supports more than 90 different payment methods. Beyond advice on which payment methods to accept, we can also help you to establish relationships with new payment processors.

Benchmarking to Measure and Improve Performance

What's a good retention rate for an online gaming company? Maybe 80%? Or 92%? You know it's not as high as it is for an online provider of financial services that targets professionals—but it's virtually impossible to access quality benchmarking data for similar digital services. Unless you work with Vindicia. We provide you with a Client Business Review (CBR) with our team at regular intervals. Built around your metrics and benchmarking data, you see how your subscriber growth, retention, and more measure up against your peers. Then we make recommendations to help you improve performance.

Basic versus Strategic Billing

When you adopt a subscription business model, you must support recurring payments. You have choices about how to do that, including in-house payments management, basic billing gateways, or Vindicia. Few companies today choose the in-house option due to high compliance costs. But why not just opt for basic billing? The table on the next page highlights the advantages of partnering with Vindicia, the subscription payments company.

Why work with a payments company?

- Compete effectively with more-strategic billing
- Boost the bottom line with revenue optimization
- Improve revenue with performance advice based on research and analysis
- Access best billing practices and receive fast, informed answers to questions

Characteristics of a Payments Company	Vindicia	Basic Billing
Business-model optimization with flexible support for multiple billing schedules, free trials, coupons, and more.	Yes	No
Expert knowledge and performance benchmarking based on data, analysis, and research.	Yes	No
Access to best billing practices during deployment and beyond.	Yes	No
Support for global expansion with advice, more than 90 payment methods, and relationships with regional payment processors.	Yes	No

Vindicia Payment Solutions

Vindicia delivers its payments expertise through our people and our technology. Vindicia payment solutions make our flexible, secure approach to billing available to our clients. We help you set up our solutions to best suit your business model, customer type, and revenue goals. Vindicia® CashBox® helps you acquire more customers and retain them longer. Vindicia Select™, our noninvasive addition to an existing billing environment, boosts retention.

Drive Higher Levels of Acquisition and Retention

Vindicia CashBox—a SaaS-based subscription billing platform—embodies our findings about the best ways to win and keep customers. It delivers the pricing, packaging, and promotion flexibility you need to attract more customers. Use it to bundle your offerings and launch campaigns faster. Unlike many basic and B2B-oriented options, CashBox makes it easy for marketers to create offerings and promotions. CashBox also includes our unmatched retention technology, which can reduce involuntary churn by as much as 25%. The acquisition and retention benefits of CashBox add up to as much as 15% annual revenue uplift.

Keep Customers Longer

At Vindicia, we're keenly aware that a key marker of success for you and all of our clients is average customer lifetime value (ACLV)—you want that number to be as high as possible. Vindicia Select makes the retention advantages of CashBox available to companies that don't want to change their billing platform. Select applies our insights into payments to resolve failed transactions. Use Select to reduce involuntary churn by as much as 25% and increase revenue by as much as 5%—immediately.

Get to Know Vindicia

Take part in a complimentary Vindicia Trial. We'll use your actual payments data to demonstrate the revenue uplift that our technology delivers. You'll also have the opportunity to work with our subscription payments experts and experience our payments insights first hand. [Learn more.](#)

“Vindicia reaches out to us proactively to make sure our billing processes support our goals. The Vindicia team brings the outputs of their analysis, along with benchmarking data. It's an opportunity to catch and correct issues that could be affecting revenue.”

—Paul Kriloff

Senior manager of customer revenue and customer acquisition marketing, Allrecipes

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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.

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