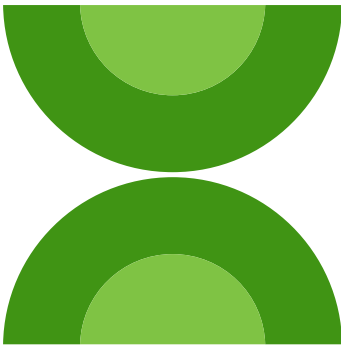
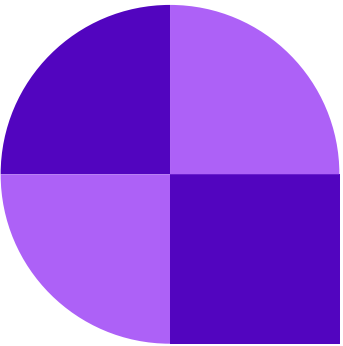


**vindicia**<sup>®</sup>  
An Amdocs Company



# Vindicia Retain

Increase retention and grow recurring revenue

## Churn: the quiet threat every subscription business faces

Businesses that operate on the subscription model typically face fierce and agile competition. A common formula for survival calls for annual growth of at least 20-30%. To maintain that rate requires high customer acquisition costs. But what about churn? If your monthly churn is above 5-7%, you're bleeding customers—forcing ever-larger investments in new customer acquisition.

### Benefits of Vindicia Retain (formerly Vindicia Select):

- Increase top-line revenue overnight
- Improve customer retention
- Extend customer lifetime value
- Offer a better customer experience
- Reduce involuntary churn

Vindicia Retain **captures** up to **15% to 30%** of terminally failed payment transactions, reduces passive churn, and **increases** revenue by **3% to 6%**.



## Do your retention efforts go far enough?

Some customers choose to leave your service—that's active churn. Yet you're also constantly losing customers through passive churn. These customers want to stay, but due to payment issues they are disconnected. This phenomenon is widespread, with up to 10%–15% of recurring card-based payments failing every month.

Your team is probably making an effort to reduce active churn—as they should. However passive churn is more insidious. You may be utilizing retry logic and account updater, but these only go so far in addressing passive churn. You need an active solution to a passive problem.

### Take action on passive churn

Vindicia Retain automatically evaluates failed payment transactions and applies proprietary business rules and logic to optimize the transaction so the payment can be processed successfully. In most cases, the issue will not recur in future billing cycles.

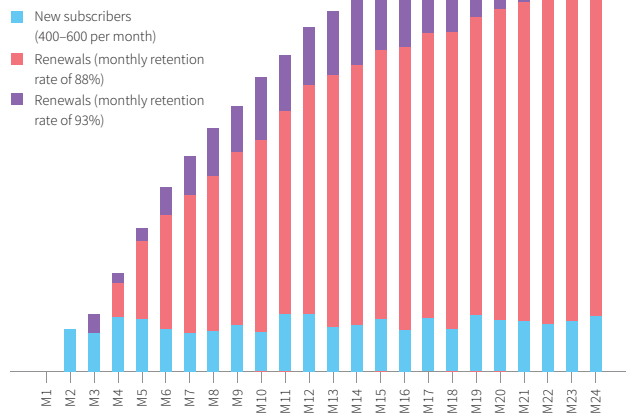
The result: a dramatic reduction in churn. And you retain the revenues from both the current billing and all future billings because the customer stays with your service. Better still, when you fix failed transactions with Vindicia Retain, your customer won't even know that there was a problem. There is no disruption in service, and no need for an intrusive email or phone call.

"You can do something about high transaction failure rates. We did, and we're seeing higher revenues each month. Our subscriber base is increasing at the same time."

– Aryeh Brickner, Vice President of Marketing for Consumer Apps, Perion

In a single year, Vindicia Retain **recaptured** more than **1.2 million** failed transactions, recovering **\$65+ million** in revenue. That's money in the bank.

A 5% retention increase leads to a 42% subscriber increase over 24 months.



## Deploy in days and see immediate benefits

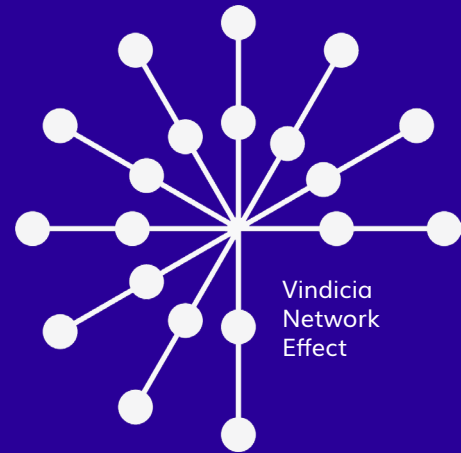
Vindicia Retain is a noninvasive, automated SaaS solution that you can rapidly deploy. Retain requires little IT involvement and minimal modification of existing billing systems. And Retain complements existing billing workflows without disruption.

[Learn more about Vindicia Retain](#)

## Take the fast, easy Vindicia Trial

Try Retain for yourself to see exactly how much revenue Retain can retrieve for you and how it will reduce your customer churn. It is free and quick to set up. So why wait?

[Learn more about the Vindicia Trial](#)



## Harness the "Network Effect"

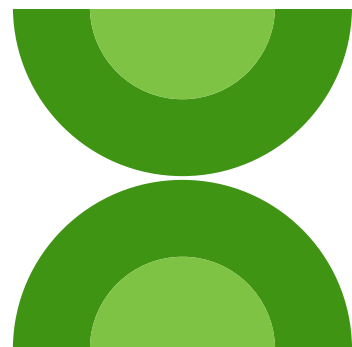
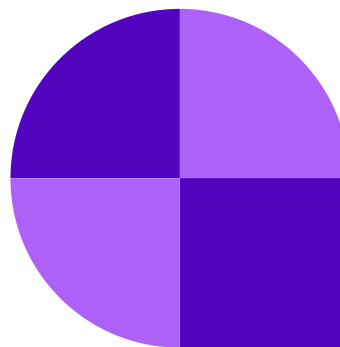
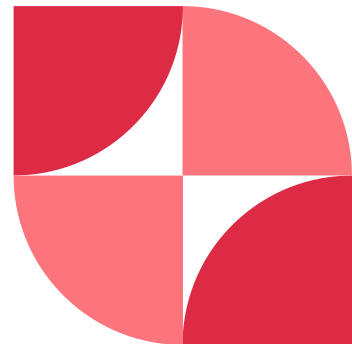
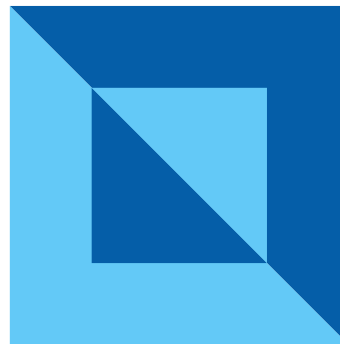
The unique analysis that Vindicia Retain applies to failed transactions is derived from what we call the Vindicia "Network Effect." Over the past 15 years, Vindicia has accumulated a massive set of payment and subscription-related data. This data is based on \$38 billion processed during 940 million transactions involving 351 million digital accounts and 273 million payment accounts. By combining our big data analytics and subscription intelligence with expertise in the banking and payment card industry, Vindicia Retain can automatically recover up to 15% to 30% of terminally failed transactions.

## 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).

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