

## Advantage Digital Subscriptions: An Overview

Content continues to migrate more toward digital. Not only is traditional print content migrating to digital, but new types of products and revenue opportunities are now possible with digital formats, platforms, and distribution mechanisms.

So, whether it's entitlements, access to content, eBooks, payper-view, downloads, or pdf versions of a magazine, Advantage can handle the entire "Ato-Z" workflow from marketing offers to entitlement management.

For digital subscriptions, Advantage performs over three essential areas:

- Sales & Marketing - Create promotions with an incredible range of marketing options for the products. Transact those sales through multichannel approaches and track promotion performance.
- Customer Service - Empower support staff with all the necessary tools for top rated customer service. Advantage supports a vast array of customer service transaction options aimed toward retention and customer satisfaction.
- Business Activities - Advantage also serves as the "backend" for all your internal business activities ranging from revenue recognition to fulfillment.

Additionally, many publishers are still seeing a strong demand for print products. Don't worry, Advantage provides powerful tools to bundle these digital products with print products while keeping everything perfectly in sync as subscriptions and memberships are delivered over time.

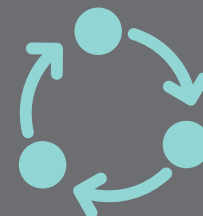
### SALES & MARKETING



### CUSTOMER SERVICE



### BUSINESS ACTIVITIES



## SALES & MARKETING



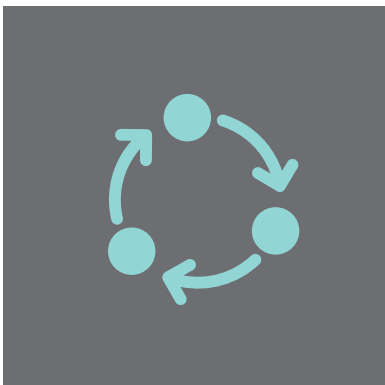
Advantage offers robust sales and marketing features designed to support everything from simple digital offers to complex consortia agreements. Marketers can bundle digital offerings, promote recurring payment options, vary service time lengths, and test trial periods. They can also create autorenew paths to control a customer's journey for offers such as step-up pricing in month-to-month plans. There are also a variety of payment related features to choose from including different payment methods and varying billing arrangements.

## CUSTOMER SERVICE

More than ever, providing top-rate and comprehensive customer support is critical to building brand loyalty and generating revenue. Advantage supports your customer service staff members with access to the information and tools necessary to provide that service. Staff can propose customers retention offers and help the customer through their issues such as cancellations, service extensions, suspensions, and credits for digital product outages. Flexible migration features round out the feature set allowing customers flexibility in modifying their content.



## BUSINESS ACTIVITIES



Advantage also excels at handling all your "backoffice" needs. For digital subscriptions, this includes financial handling (including revenue recognition) and entitlement management. For a single sign-on (SSO) approach to entitlement management, publishers can deploy the Advantage Single Sign-On product for a smooth customer journey. Advantage's technical toolkit allows publisher's to integrate digital subscription data with any system that needs it—whether that is done through the Advantage API or through Advantage's eventing feature.