

## Acquisition, Subscription Management & Billing Technology to Accelerate Revenues

Advance your print subscription business whilst future proofing with the latest digital business models. eSuite is a flexible and easy to integrate cloud platform that provides comprehensive functionality designed to identify, engage and monetise your customers.

### Commercial Benefits

- Centrally manage pricing, billing frequency, trial periods, delivery routings and digital entitlements
- Tight integration with your print, packaging and fulfilment operations
- Use consumer profile data to increase conversion through personalisation of your consumer offers, products and trials
- Own your data; empower marketing activities and retention campaigns
- Seamlessly replace costly, outdated and inflexible print focussed infrastructure
- Compete and prosper in a digital first environment and intelligently drive revenue through innovation



**MPP**<sup>o</sup>  
globalsolutions

**Daily Mail**

  
THE MCCLATCHY COMPANY

**L'ÉQUIPE**

THE  **TIMES**

The  **INDEPENDENT**

**RACING POST**

THE IRISH TIMES

**LocalMediaGroup**

## Key Features

- Manage subscriptions for any frequency, any format and any currency
- End-to-end centralised Identity Management and CRM with single and social sign-on
- Subscription deferrals, multiple addresses, complex order file management, log queries and conduct Customer Support tasks
- Flexible product, entitlement and subscription management that will feed orders to your fulfilment house
- Empower your marketers to instantly create new products, offers, trials and incentives
- Complete API library to easily integrate with your existing content management infrastructure

## Ideal For

### National Newspapers

Maintain all active subscribers with easy migrations. Create new, innovative subscription plans to increase new customer acquisition

### Regional Newspapers

Analytics and reporting help you understand and nurture your audience to drive your online media business while keeping the focus on your print

### B2C Magazines

Selecting a fully integrated platform gives you all the tools and flexibility you need to develop a strategy that offers customised marketing; catering for specific interests, demographics and content types with business models for every channel

### B2B Magazines

Take control of product launches and reduce the time and cost of getting to market. Offer private and corporate subscriptions simply to develop, monetise and grow customer numbers



Enhance and streamline your print and digital strategy today.