vindicia®
An Amdocs Company

⚡REDFAST

Grow creatively and efficiently with Redfast

An end-to-end solution to monitor, target, guide and convert users

Data-driven personalization and active churn management

Subscription growth requires sound guidance for moving things forward and increasing efficiency. Personalization is the hot topic in the world of subscriptions today. By looking at customer data, companies gain a special glimpse into their habits, likes, and dislikes. Combined with market research, customer data can direct the creation of new offerings that would appeal to each consumer segment. Data enables businesses to scale personalization, and in turn, provide good subscription experiences.

Subscription providers should have a personalized understanding of offers and bundles based on customer preferences analyzed pre-purchase, of usage and consumption rates that are normal to each individual analyzed post-purchase, and of promotions needed for reducing threat of voluntary churn that are given out post-purchases. Knowing customers better pays off in the long run, as the data can inform retention strategies and areas for innovation.

> Growth requires providing customers with the type of experiences they want. From years of subscription expertise, Vindicia recommends that subscription providers gather a personalized understanding of each customer in order to facilitate upselling and cross-selling.

Powerful streaming data platform

Redfast enables subscription providers to utilize changes in product usage, observe user reactions and engagement, and continuously monitor user experiences to develop data-driven strategies for retaining and engaging users further.

Redfast helps subscription businesses personalize their offerings and subscription experiences by combining data from subscription monitoring, targeting, guidance, and conversion to help subscription businesses personalize offerings and subscriber experiences. Results demonstrate over 50% increase in upsells and over 150% increase in retention of subscribers.

With Redfast, subscription providers are able to perform:

- **Real-time customizable targeting:** Easily customize usage monitoring to your site without any coding. Combine custom monitoring and built-in targeting for ultra-precise targeting. With sub-millisecond latency, you are always guaranteed to impact users when they are on your site or app.
- **Advanced and quick 1-Clicks:** Experience the power of cascading 1-Click actions that connect directly to your billing and CRM systems as well as your backend.
- **Minimum implementation with other programs:** If you use Google Tag Manager on your website, you will be up and running the same day. Even if you don't, we provide SDKs for web, iOS, Android, Roku, Fire TV, and Apple TV.
- **Extensive integrations:** An ever-expanding list of third-party systems that you can directly connect like Vindicia, Stripe, Apple IAP, Roku Billing, Google Play, Amazon IAP, Salesforce Marketing Cloud, SendGrid, Braze, and Zendesk.
- **Machine learning:** Rules-based machine learning built in to help you understand the cause-and-effect relationship between LTV, NPS, Usage, CAC and more.

Vindicia with Redfast:
A winning answer to churn

Vindicia and Redfast offer subscription businesses an end-to-end approach for scaling the subscription model's necessary emphasis on customer retention. The integrated approach provides the visibility into the "whys" and signs of a possible churn candidate, while also supplying the tools needed to take immediate action.

About Redfast

Redfast is a data-driven growth management platform for subscription businesses. Redfast is based in Cupertino, CA, and led by serial entrepreneurs with deep expertise in cloud, devices, subscriptions, and funded by Menlo Ventures. For more information, visit www.redfast.com.

Redfast clients include:

20th CENTURY STUDIOS

urbansitter

VIACOMCBS

WarnerMedia

Redfast benefits

Usage monitoring
- Proactively see and be alerted to changes in a subscriber's usage
- Identify and resolve risk factors
- Make changes to allow subscribers to reap maximum value from subscription
- Combine knowledge on product, customer service, and interaction to inform retention strategies

Real-time targeting
- Reiterate offerings and promotions in real time
- Create retention strategies based on accurate usage and interaction data

In-app guidance
- Optimize payment flows with more ways to engage
- Create payment processing rules to increase conversion

Proven results
- Reduce active cancellations by up to 25%
- Increase monthly to annual upgrades by 30% or more
- Increase upsells by 50%
- Increase registrations by 150% or more
- Increase week-to-week retention rate by 200%
- Convert members in a trial directly to an annual plan
- Increase cross-sell of e-commerce items
- Increase awareness and consumption of premium features and content

About Vindicia

Vindicia offers comprehensive subscription management solutions that help businesses acquire more customers, retain them longer, and grow. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines subscription intelligence, 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.

Vindicia clients include:

GANNETT   vimeo   DOLLAR SHAVE CLUB   chopra   Pimsleur   epocrates

FCB   NFL SUNDAY TICKET   NBA League Pass   CHELSEA FOOTBALL CLUB   NASCAR DIGITAL MEDIA   DORNA   B/R LIVE   LIVERPOOL   Spark nz

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