

vindicia[®]
An Amdocs Company

REDFAST

Accelerating the subscription growth opportunity

Win and keep more subscribers with better decisions

The subscription economy is becoming increasingly saturated and competitive across all verticals, whether it's monthly beauty boxes delivered to the consumer or subscriptions for auto insurance. At the same time, consumers' preferences are heightening, and users are becoming more attuned to subscription fatigue.

What does it all mean for subscription businesses? Staying ahead of the competition requires that you find new (and not too expensive) ways to attract customers. Then, you need to build loyalty fast so subscribers stay with your service.

Through a tight partnership and integration, Vindicia and Redfast satisfy the widespread need for subscription insights, application, and execution. The combined solution is critical for subscription growth, taking care of the end-to-end functions for subscriptions' launch, scaling, and leading – all done with data-driven guidance.

Proven results from clients using Redfast

- Over 50% increase in upsells and over 150% increase in renewals and subscriber retention
- Reduction of active cancellations by up to 25%
- Increase in monthly and annual upgrades by 30%+
- Increase in week-to-week retention rate by 200%
- Increase in conversions from free trials to annual plans
- Increase in cross-sell of e-commerce items
- Increase in awareness and usage of premium features and content

Powerful streaming data platform to forge lasting customer relationships

Redfast enables subscription providers to customize offerings, promotions, and experiences for each individual subscriber. By enabling subscriptions to leverage data, monitor, customize targeting in real time, guide development, and actively convert more subscribers by programming one-click flows, subscription providers keep pace with the market while subscribers stay connected and satisfied.

By enhancing engagement and conversion rates, subscription providers are better primed to upsell, cross-sell, A/B test, and monetize. With minimal necessary implementation with other programs needed, Redfast's extensive integrations enables subscription providers to engage customers from the get-go of subscription management.

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 the subscription
- Combine knowledge on product, customer service, and interaction to inform retention strategies

Real-time targeting

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

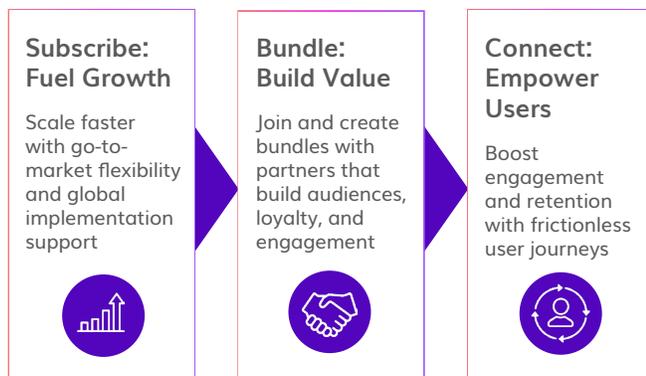
In-app guidance

- Optimize payment flows with more ways to engage
- Create payment processing rules to increase conversions

Vindicia's MarketONE platform: Innovate and evolve ahead of the competition

Vindicia's MarketONE is an all-in-one subscription platform that accelerates subscription growth. Consisting of three components – Subscribe, Bundle, and Connect – MarketONE seamlessly unites and simplified subscription processes, streamlining recurring transactions, subscription bundling, and the end-user journey.

With MarketONE, subscription providers can deliver the value and experience that subscribers expect while gaining the flexibility to explore new strategies. These critical components enable subscription providers to efficiently expand market share, lower respective total costs of ownership in comparison to the payoff from home-grown solutions, and construct seamless experiences for users.



Vindicia and Redfast: A winning combination

Vindicia and Redfast help businesses with a subscription model to accelerate growth. We enable subscribers to pay how they want to pay, resolve payment issues, make it easier to run promotions, and more. Our go-to-market flexibility enables companies to find what works and enter new markets faster.

Now, we're making it easier to embrace next-generation models – like bundling. Our 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:



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.

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