

Vindicia Subscription Intelligence

Steer your business with
insights gained from
subscription data

What? Why? How?

You want to use data to uncover ways to improve results—and you've got canned reports at your fingertips. What's standing in your way? Canned reports tell you what happened—not why. Imagine that retention was lower last month. Perhaps you ran a promo that attracted people who love free trials but who never convert. Or maybe there's a serious issue with a payment processor you need to address ASAP. It can take days or weeks to investigate and take action.

You need a clearer view of your business as it happens—so you can steer towards goals and away from pitfalls.

Vindicia delivers subscription intelligence to help you see the truths in your data. Subscription intelligence isn't a product—it's baked into everything Vindicia does. You get a real-time view of data as well as help from our team, giving you an edge as you make decisions. Subscription intelligence also informs our approach to resolving failed transactions and capturing more lost revenue than other subscription platforms. It adds up to faster growth, thanks to a more strategic approach to offering subscriptions.

Canned reports slow decisions

You need to find ways to win, upsell, and retain customers—all as you maximize revenue through pricing strategies. But how? Trial and error? High-priced consultants? You want to turn to your own subscription data for answers. If only that data were more accessible. You need to be able to:

- Explore your data in real time to understand the whys behind shifts in key metrics.
- Share subscription data across departments in a format accessible to business users.
- Dig deeper into strategic pricing and retention questions with industry experts.
- Understand how your results compare to the performances of like businesses.
- Solve issues like signup or retention slumps proactively to improve business outcomes fast.

Turn the facts in your data into better decisions

Subscription intelligence helps you discover more about your business. As you work with our experts, you learn more about ways you can improve performance. Then, you apply your deeper understanding to:

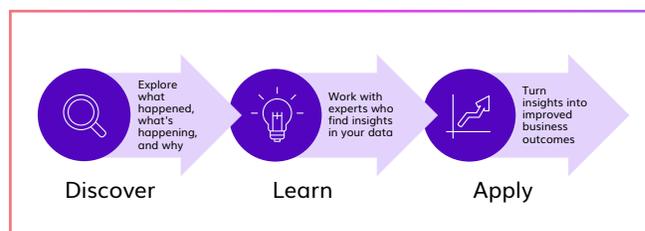
- Optimize pricing
- Reduce active and passive churn
- Improve performance relative to like companies
- Choose the best promotions
- Increase payment success rates

Subscription intelligence takes analytics and reporting further—with expertise. You understand your business better, and choose the tactics that further your strategy more easily. What happens when you manage your business with subscription intelligence? You improve key subscription metrics—like retention, customer lifetime value, and customer acquisition costs.

Discover whats and whys rapidly

We house your data in a warehouse that lets you mine data for insights instead of just sifting through canned reports.

- Access real-time subscription data through a business data layer supplied by your warehouse.
- Uncover the whys behind dips and spikes in key metrics so you can fix issues and amplify opportunities.
- Track all widely followed subscription metrics within a dashboard-based portal that you can share across the business.
- Use push notifications to include up-to-date subscription data in business systems beyond your subscription platform.



Learn from industry experts

Our team adds power to subscription intelligence by sharing insights that we derive from data and 15+ years of subscription experience.

- Get insights tailored to your business during catered, deep data dives.
- Work with industry experts to learn about payment methods, conversion rates, retention, transaction failure rates, retry processes, and more.
- Adopt best practices from the beginning.
- Use benchmarking data available exclusively from Vindicia to measure your performance and spot areas ripe for improvement.

Apply insights that further your strategy

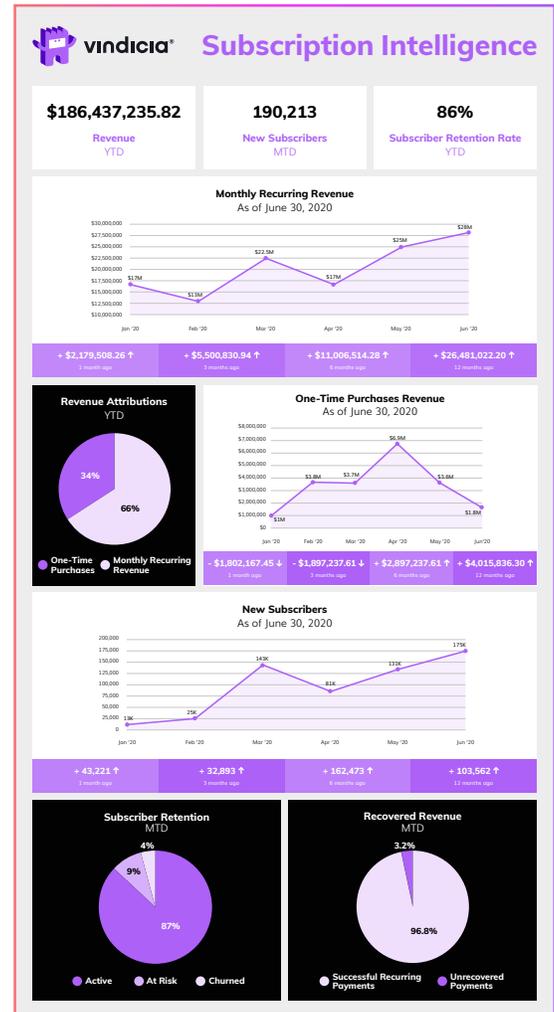
Vindicia empowers you to act on what you discover and learn quickly.

- Solve operational issues, such as processor problems or churn, as they surface.
- Fix underperforming promos and extend winning campaigns as they happen.
- Build higher revenue by optimizing pricing across pricing plans while reducing churn and failed transactions.
- Increase average customer-lifetime values along with cross-selling and upselling rates with smarter promotions.

How to get subscription intelligence

Subscription intelligence infuses everything we offer. You take advantage of subscription intelligence when you turn to Vindicia. Vindicia powers recurring transactions, subscription bundling, user journeys and industry-leading retention tools, simplifying the processes behind subscription success. Our platform empowers you to innovate, and find the next generation models that work for your business.

[Talk to our team to learn more.](#)



Vindicia subscription intelligence dashboard

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 solutions combine 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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