



Vindicia MarketONE Platform

Accelerating growth
with next-generation
subscription models

Win and keep more subscribers as you embrace new subscription models

You launched a subscription business model—and it's delivering results. An eager subscriber base enjoys your service. Your recurring revenue looks great on the books. But it seems like a new competitor launches every month. Customer acquisition costs keep rising, which is especially worrying in the face of increasing churn. Slowing growth reflects the difficulty of reaching potential customers beyond your core audience.

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.

Vindicia MarketONE delivers. It's an innovative subscription platform that brings together recurring transactions, partner bundling, and user journey management. With Vindicia MarketONE, you can explore new models like subscription bundles as you build your customer base with go-to-market flexibility and insights gained from centralized data. Flexible user journeys and higher value help you forge the lasting customer relationships that typify the strongest brands.

Obstacles to subscription success

After a surge of early subscribers, many companies face slowing growth and subscription fatigue among consumers. A number of factors stand in the way of success, including:

- Ever-increasing expense and effort to deliver user journeys that keep pace with expectations set by tech giants.
- Too few processor, currency, language, and payment-type options to expand into global markets effectively.
- Difficulty exploring partnerships that bundle offerings to extend distribution reach with complementary services.
- Little access to large aggregators, such as telecom service providers, that offer subscriptions as bundles in their marketplaces.
- Limited success recovering failed transactions with traditional approaches like retry logic, leading to high churn rates.

Did you know that **63% of e-commerce** flows through marketplaces? Bundling with aggregators is taking shape as the marketplace approach for subscriptions. Vindicia MarketONE makes it simpler to embrace this next phase ahead of the competition.

Conquer new markets by evolving ahead of the competition

The Vindicia MarketONE platform features Subscribe, Bundle, and Connect. Each one lets you explore next-generation models as you follow proven best practices. Working together, they provide the foundation for subscription success—innovation and customer relationships that last a lifetime. Bringing these three critical subscription must-haves together delivers faster time to market and much lower total cost of ownership.

Subscribe: Fuel Growth

Scale faster with go-to-market flexibility and global implementation support



Bundle: Build Value

Join and create bundles with partners that build audiences, loyalty, and engagement



Connect: Empower Users

Boost engagement and retention with frictionless user journeys



Go global faster with Subscribe

Vindicia Subscribe powers recurring transactions on a global scale. Built-in retention technology sets Subscribe apart by capturing lost revenue. Turn to Subscribe to:

- Get a deeper solution for the international marketplace, including more processor integrations and business model support for EMEA and APAC.
- Accept all leading payment methods and currencies as you comply with relevant tax and privacy regulations.
- Align your business behind subscription goals by sharing data from your subscription data warehouse across departments.
- Work with industry experts who use a wealth of data and their experience to help you answer complex pricing and retention questions.
- Retain more subscribers by boosting transaction success rates and resolving as much as 30% of failed transactions automatically.

Embrace new models with Bundle

Vindicia Bundle provides a distribution advantage by lowering risk as you find the bundling options that work for your business.

With Bundle, you can:

- Create organic bundles of your own services or exclusive partnerships with complementary services.
- Join a subscription ecosystem with global reach, adding your service to those available to hundreds of millions of customers through multiple aggregators.
- Increase engagement and loyalty by making your service more convenient to discover, access, pay for, and manage.
- Reduce partner-onboarding costs and complexity with streamlined access to flexible bundling models.
- Sell more subscriptions as you create next-generation partnerships with complementary services, leveraging actionable business insights.



Organic Bundles **Partnership Bundles** **Aggregator Bundles**

Create your own organic bundle of services, partner with a complementary service, or reach captive audiences with aggregators.

Improve every user journey with Connect

Vindicia Connect lets you deliver the frictionless user journey that consumers expect—without the technical complexity of other options. Your users get an individualized and flexible experience across services and touchpoints. Connect lets you:

- Deliver a better experience across devices with seamless onboarding, single sign-on, and granular control of privacy and consent settings.
- Support multiple users and profiles along with social login, Apple ID, and parental controls.
- Speed deployment of better experiences with a library of configurable out-of-the-box user journeys.
- Increase conversions and engagement by personalizing services with data and insights captured from every interaction.

Use subscription intelligence to guide your business

When you work with Vindicia, you take advantage of subscription intelligence. Our approach to mining data for answers goes beyond traditional reporting. You dig into a deep data warehouse to discover what happened, what's happening—and why. Our team of industry experts adds to the advantage by walking you through catered deep dives into your data. You grow even faster as you guide your business with actionable insights.

Make the D2C subscription expert your ally

More than 100 leading direct-to-consumer companies prefer Vindicia when choosing a subscription management platform. That's because Vindicia delivers the capabilities and insights those companies need to succeed. We've processed billions in transactions for hundreds of millions of subscribers. Performance at scale supports our customers' abilities to provide the best subscription experience. It adds up to higher growth rates and customer lifetime values.

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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