

# Top seven must-have subscription management capabilities in a first-party data world

Subscription management platforms are not all created equal, so what are the key capabilities that publishers must have in order to adapt and capitalize on the first-party data revolution? This infographic highlights the seven key components that publishers need in order to thrive in post-cookie world.



For a more in-depth read, download our [First-party Data guide here](#).

## 1. Robust security and compliance

With increased data generated by publishers, the ability to collect, store, process and transmit first-party data securely and in compliance with data protection regulations is a fundamental requirement. Coupled with PCI-DSS Level 1 compliance, enables publishers to centralize personal and payment data to the highest of standards.

## 3. Detailed customer profiling

Collecting first-party data is one thing, but the ability to act on it in building detailed customer profiles is where the real action is. Modern subscription management platforms have the capacity to enable that process, by storing and centralizing a variety of customer data points, including custom data, informing strategy, campaigns, product propositions and ad targeting.

## 5. Flexibility to adapt the subscription proposition

The ability to act on first-party data at pace – using insight to drive acquisition, increase revenue and reduce churn. Tapping into a modern cloud-based subscription management platform enables publishers to innovate and experiment with every aspect of their pricing and proposition and make changes in real-time.

## 7. Future-proofed adaptability

With new approaches to identity resolution continuing to emerge, future-proofing your technology is key – eg adopting a subscriber management platform that allows for rapid, flexible integration with third party systems. By doing so, this would help remove technological barriers to strategic change, and avoid the risk of being locked into “betamax” solutions.

## 2. Custom data collection

Subscription management platforms can be primary sources of high value first-party data – a powerful combination of registration, payment, behavioral and contextual data. The right solution will also enable publishers to collect a variety of data from various sources, including paywalls and registration walls, surveys, and systematic data points.

## 4. Support for multiple data extraction methods

A subscription management platform built on an open data framework is vital, allowing multiple data extraction methods to 3rd party systems. Its true value is revealed when shared across a wider first-party data ecosystem of interconnected solutions– from CDPs and identity solutions to personalization engines and email service providers.

## 6. Seamless integration with first-party data ecosystems

Publishers with flexible, agile subscription management platforms can seamlessly integrate with a wide variety of 3rd party systems. This can allow the sharing of first-party data across the ecosystem, elevating the overall subscriber experience.

