

Fact sheet

Subscription management for Publishing



Accelerate speed to value:

Get your service to market quickly and start processing revenues



Boost subscriber acquisition:

Incentivize conversion and launch frictionless onboarding journeys



Unlock growth potential:

A global payment reach to expand and scale domestically and internationally



Deploy new revenue streams:

Launch any model, product and bundle across any channel and platform



Grow subscriber lifetime value:

Empower and manage subscribers with great flexibility and control



Reduce churn and optimize renewals:

Minimize voluntary and involuntary churn to protect revenue



Data-informed decisions:

Unlock all business data to inform strategic direction and drive growth



Centralize print and digital:

Improve operational efficiencies by centralizing core product offerings

Powering Publishing growth

The secret to growing your publishing revenues and future-proofing your business is the ability to drive value creation at every step of the subscription lifecycle – from configuring products to acquisition, billing, recognizing revenue, customer retention and insight generation.

Our subscription management and revenue automation solutions will support any kind of content package, including subscriptions, one-time products, gifts, corporate and family subscriptions, memberships and more – and the application of sophisticated pricing models.

Increase subscriber growth and lifetime value by giving your subscribers the ability to choose their own curated product bundles from your catalogue of print, digital, apps and physical offers and then empower them with self-care journeys at the click of a button.

Commercial teams gain access to a single customer view that can be harnessed to maximize revenues and the performance of your services. By centralizing your data and back office management, you can offer subscribers a more streamlined front-end experience and reduce barriers to purchase.

Key features:

- Centralized print and digital subscriber management and billing
- Streamline identities and manage multiple entitlements in one platform
- Payment processing (PCI-DSS Level 1) and billing
- Subscriber management, authentication and self-care
- Churn prevention, prediction and payment optimization
- Subscription promotions, discounts, vouchers and trials
- Configurable pricing, localization and tax management
- Automated revenue recognition (IFRS 15 and ASC 606) and Standalone Selling Price (SSP) Engine
- Reports, analytics, webhooks and data lake service

Aptitude Software acquires MPP Global to capitalize on subscription growth

Deploying new recurring revenue streams and diversifying product lines via subscription-based models, while ensuring continuous ASC 606/IFRS 15 revenue recognition, is a major opportunity for publishers across the globe. Aptitude's acquisition of MPP Global seeks to unlock business potential and capitalize on this opportunity, by combining the

strengths of MPP Global's subscription management and billing platform with Aptitude RevStream, a powerful revenue management, accounting and reporting solution. Our aim is to enable publishers to strategically automate every step of the order-to-cash lifecycle, from product configuration, subscriber acquisition and payments, to billing,

churn management and revenue recognition.

We also pride ourselves on a solution that is open and extensible, enabling publishers to integrate best-of-breed third-party tools quickly and seamlessly, rather than relying on a single vendor or in-house team.

End-to-end subscription-to-revenue management

Centralize the subscription lifecycle, from product configuration, subscriber acquisition and payments, to billing, churn management and revenue recognition.



Key payment methods:



Publishing channels:



Get in touch

To arrange a demo or to discuss a project, please scan the QR code or contact us below.

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