



Drive your audience development
with ADvance

ADvance draws data from multiple existing systems, such as web registrations, print subscriptions and payment systems, and presents a unified view of the total audience. No changes are required to the source systems. From nothing more than a web browser, authorised users access **ADvance** to analyse almost any aspect of the customer base.

The **ADvance** platform is delivered as a cloud-based transactional service. Abacus e-Media builds the links to your source data systems, which continue to operate as usual, and provides secure access over the web. Cloud computing avoids capital expenditure as there are no servers to buy and install, and there is no software to configure; all you need is a browser, a network connection, and an authorised user identity.

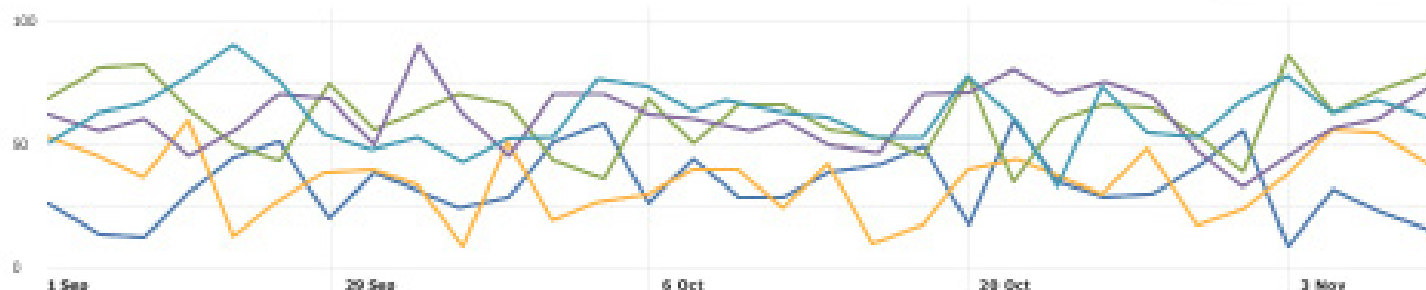
ADvance contains comprehensive data interface tools that enable close integration with both in-house applications and services from external providers. For example, **ADvance** can be fully integrated with online messaging and trigger marketing solutions, to permit seamless tracking of customer interactions.

Renewal campaigns 1 Sep 2011 – 3 Nov 2011

[New campaign](#) | ?

PERFORMANCE BY CONVERSION RATE %

View: [Day](#) | [Week](#) | [Month](#)

Abacus Week 


ADvance includes pre-built solutions for critical publishing areas, and allows these modules to be rolled out step-by-step to suit your specific business needs.

➤ **ADvance platform** – Core customer management and marketing campaign engine, with reporting and predictive analysis tools

➤ **Analytics** – Advanced audience analysis and insight tools for super-users

➤ **ADvance Services** – Online bureau interface for subscription marketing, renewals, fulfilment, consultancy and more

➤ **E-commerce** – Integrated e-commerce for sophisticated front-end shopping cart services for product sales and subscriptions

➤ **Integrated marketing** for targeted messaging and trigger marketing campaigns

➤ **ADmission** – Gateway, security and identity access controls for managing paywalls and other content access models

From the easy-to-use web interface, **ADvance** enables cross-brand questions to be answered rapidly and reliably: for example, how many readers share the job title 'accountant' across three products and subscribe to both the web and print editions? The result is available within seconds, based on real-time data from all the source systems.

To complete the service, Abacus e-Media offers **ADvance Services** (formerly the Alliance Media bureau), which uses the **ADvance** platform to provide integrated audience development services at highly competitive rates.

ADvance from Abacus e-Media: drive your audience development, sharpen your marketing, increase your sales.

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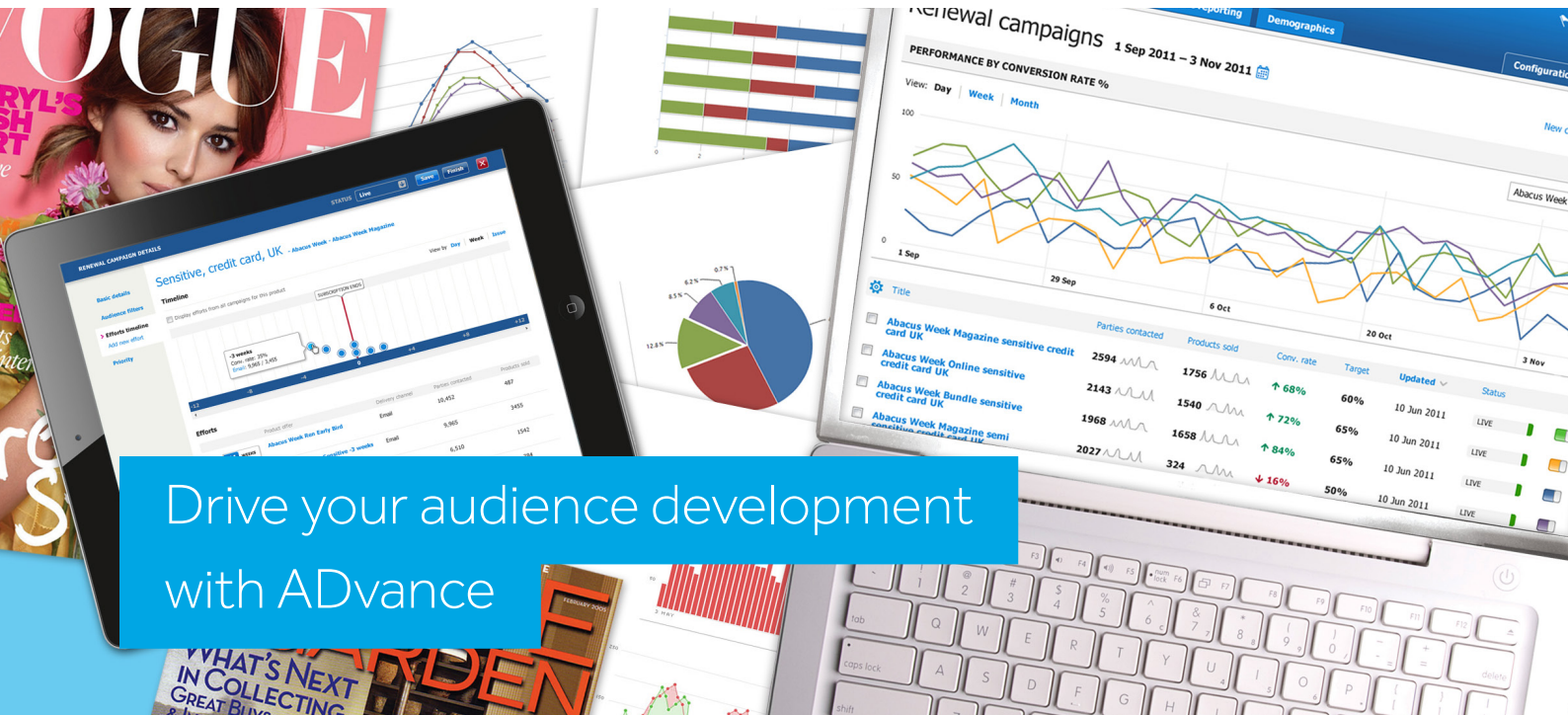
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If you could bring all your subscriber data into a single place, as a unified view of all customers as a single audience, what would you like to know?

- How many subscribers to a print title also subscribe to it's sister online newsletter?
- How many online-only subscribers go on to buy more than one event delegate ticket from the group?
- What is the average revenue from online subscribers across all brands? Is it rising?
- For print subscribers with free access to the website, which are the most-visited web pages? Could a new paid-for service be launched by repackaging this content?

If there is no single view of subscribers, the same person may appear once in several different guises. They may appear in different subscription lists, and again in the online or mobile subscriber lists. During marketing or renewal promotions, the same person might be sent multiple direct mail or email campaigns, costing the publisher money and annoying the customer.

Additionally, unreliable customer data produces unreliable analysis. If you do not know who your customers are, you cannot know what they are buying from you. And, more importantly, why.


The unified customer view offered by **ADvance** creates the power to identify cross-brand opportunities, correct duplications and errors, and analyse your existing audience for potential new products. In addition, this validated customer profile can be used to push data out to other systems for such things as email marketing campaigns, paywall and access control, print edition label runs, payment reminders and much more.


ADvance Analytics offers the ability to create and run ad-hoc reports, fully integrated within the core system. Analytics provides many of the features available in standalone business intelligence solutions at a fraction of the price and without the implementation and integration costs.


At the executive level, **ADvance** drives management reporting and predictive analysis. **ADvance** can show likely future income from customers month-on-month as renewals become due and as subscription prices change. The ability to extract and understand data from customers is independent of the individual subscriptions held. You can produce reports to show, for example, the subscriber value by product, brand, date range, company or almost any variable, casting new light on your customers' behaviour.


ADvance enables proactive development of the customer base, by providing insight into trends across all brands, products and services.


Abacus e-Media specialises in publishing solutions, and offers a range of **ADvance** modules and services to suit your particular needs.

 **Analytics** for complex audience analysis and insight

 **Integrated marketing** for targeted messaging and trigger marketing campaigns

 **ADmission** for controlling access to digital subscription services

 **E-commerce** for sophisticated yet streamlined shopping cart services

 **ADvance Services** for subscription marketing and fulfilment

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