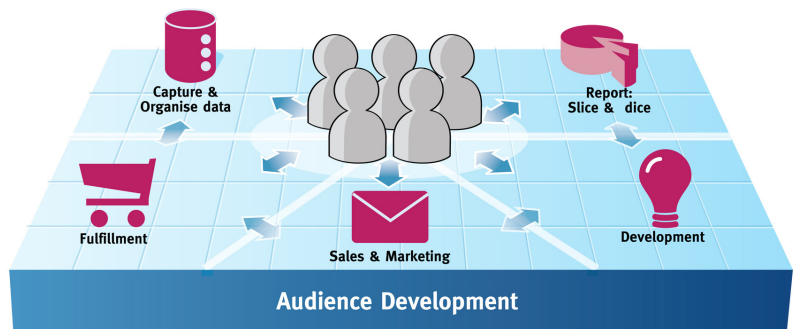




The internet, iPads and smartphones have liberated information in new, and often unexpected, ways. Publishers now have the opportunity to sell highly tailored subscription services, slicing and dicing existing content for audiences that are defined by both traditional brand loyalties and by entirely new information demands.

To sell to these new audiences effectively, publishers want to know more about their customer base as a whole, across all brands and services. Existing data systems can make gaining this whole-customer view difficult to obtain, and almost impossible to maintain. Efforts to build an in-house integrated database of multi-channel subscribers have tended to end in expensive failure.



### Selling across all the brands

Traditionally, publishers have grown up with a product-based view of the business. Editorial, sales and marketing teams are organised by editorial product or subscription. Similarly, readers are loyal to a particular brand title rather than to the publishing house behind it.

# ↘ Audience Development

The result is that publishers and media owners often have multiple ways of recording and managing subscribers' details, and each editorial and advertising fiefdom is struggling to share data. Promotional, advertising and new reader campaigns operate very successfully on this title-by-title basis, and there is little incentive to share customers between brands or channels.

Updates to details – such as an address change or name change – may not be immediately or accurately reflected across other brands and channels used by that subscriber. This information disconnect causes extra costs through duplicated or inaccurate marketing, greater fees from fulfilment bureaux, and missed opportunities to create new products.

## Selling across all the brands

**ADvance**, the audience development platform developed by Abacus e-Media, takes a different route, using cloud-based systems and innovative database architecture to truly create a unified view of your customers. The key advantage is that **ADvance** can run alongside your existing systems, without disruptive change, and does not involve extensive and expensive IT investment. **ADvance** delivers a complete view of your audience, enabling up- and cross-selling between brands and channels, and cuts fulfilment bureau costs into the bargain.

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

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

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Sharper marketing, higher sales, lower costs.

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Email: [info@abacusemedia.com](mailto:info@abacusemedia.com)

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## 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.

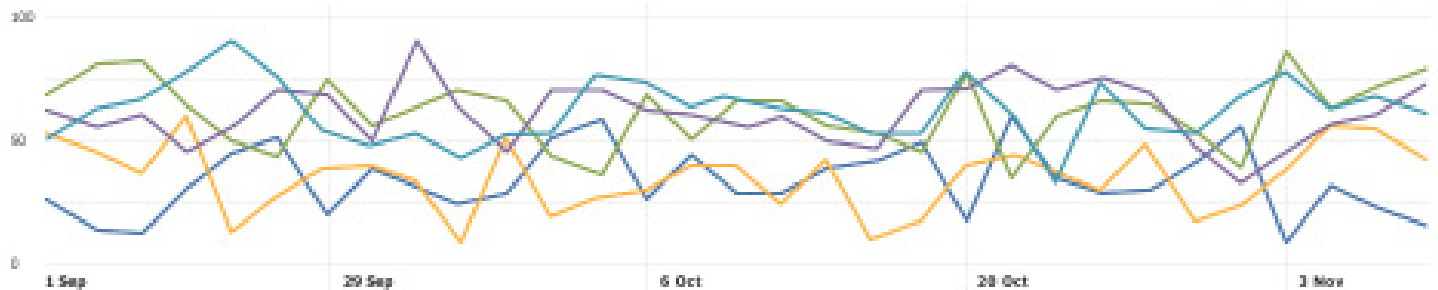
## Renewal campaigns 1 Sep 2011 – 3 Nov 2011

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.

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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 its 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.

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The **ADvance Services** team, formerly known to the industry as Alliance Media, takes a radically different approach, designed to help you sell more magazines and digital products more profitably. Using the **ADvance** Audience Development platform, the **ADvance Services** team offers insight and analysis as a fully integrated service that sharpens your marketing and helps to increase sales.

The rigorous business processes and robust technology of the **ADvance** platform ensures that your customer and prospect marketing data assets are fully maximized. Abacus e-Media offers proven customer data unification technology for cost-effective marketing by using **ADvance** to consolidate information from multiple lists, sources and channels.

The **ADvance Services** team is totally focused on the customer – providing fast, efficient, and professional customer service. We strive always to deliver that extra percentage of care and attention to our clients' customers, whether it is fast tracking new order processing or responding professionally and courteously to enquiries or queries. Abacus recruits only the very best customer service and account management personnel. They are our client's representatives – and are often the first and sometimes the only point of interaction between clients and their customers.

Using the **ADvance** Audience Development platform, Abacus e-Media is able to exploit maximum value from marketing data, even from dirty or incomplete records with mixed UK and international fields and multiple duplications. The unique **ADvance** software gives Abacus the ability to manage data from any source and in any volume, offering flexible solutions combined with rigorous quality processes – and at highly competitive rates.

## Abacus e-Media offers a complete range of bureau services, including:

- Account management
- Customer service
- Database management
- Business intelligence and customer insight
- Profiling, segmentation, and more
- Web integration
- Production
- ABC, BPA audits
- Postal/dispatch
- Campaign modelling and response analysis (offline, online, email, SMS)

Subscription facilities include multiple currency transactions (£, \$ and €), electronic direct debit processing and online credit card authorisation, with print, voice and email communication handling. Controlled and free circulation facilities include registration, re-verification and additional demographic data capture (online and offline), maintenance of registration and re-verification websites, as well as the standard record amends, deletions, gone-aways, additions and updates.

**Abacus e-Media** offers remote client access to all data, including status, campaign response and financial analysis at no additional charge. This is your data, and you have access to it at all times, including information on, for example, renewals, mail sort, insert coding, issue splits, file merges, comprehensive statistical analysis and mailing breakdowns.

## Circulation marketing consultancy

The **ADvance Services** consultancy team brings together a powerful range of media owner and marketing agency experience, from both consumer and business publishing. Combined with the innovative **ADvance** audience development software, **Abacus** helps you maximize and develop the value of your audience.

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