



# Why Audience Management Software?

It's no longer questioned whether audience management software works. Media sites of all sizes across the world have shown that paywalls, paymeters and subscriptions are not only an achievable source of steady income, but also a way to encourage more active readers. We are in a subscription-based economy, not only for the news media, but software, services... even meals.

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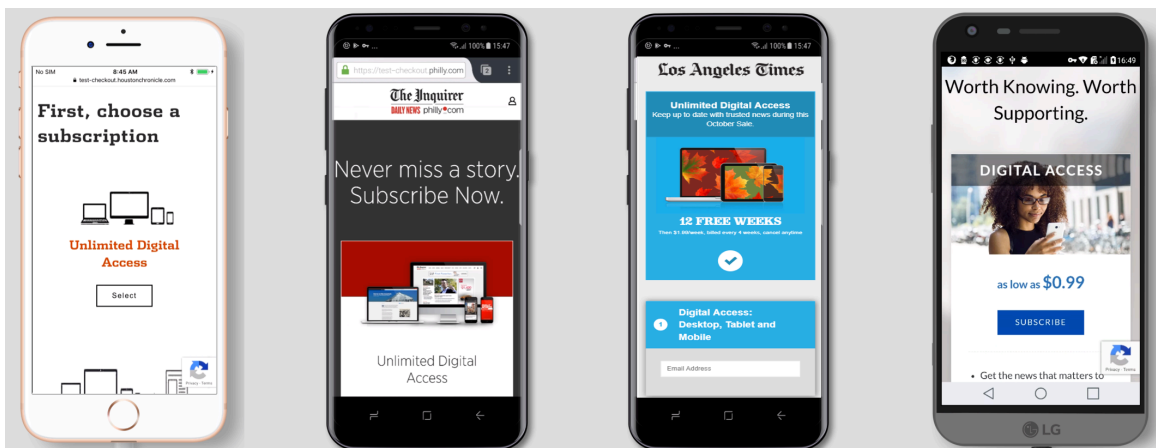


Of course, as users are being asked more and more to subscribe for what they receive, they will reach a point where have to more carefully weigh what subscriptions are worth the money. That puts a burden on you, not only to provide a quality product with advantages that set you above the competition, but to do so in a way that is focused as much as possible on the unique needs and preferences of your customer.

Naviga is ready to help you meet this challenge with our Naviga Subscribe and Naviga Engage solutions.

## A Powerful and Flexible Solution

Most people are familiar with the standard pay-to-play paywall and the paymeter approach. Our subscription management system goes beyond these with greater flexibility and analytics that can help you know your subscribers not only as a group, but as individuals, so that you can market to their specific needs and provide better customer service.



# The Customer in Control

Whether the product is online or physical, customers appreciate being in control of their subscriptions. In fact, studies show 70% of customers expect some sort of self-service portal. Naviga provides a comprehensive subscriber concierge service that lets your customers securely manage print and digital subscriptions from any web or mobile device and access entitlements and special deals you can create just for them.

With its sleek and modern interface, your subscribers will find it easy to:

- ▶ **Handle accounts** – from updating account information to checking payment information to managing newsletters. Google Address validation makes it even easier to input information.
- ▶ **Manage transactions** – vacation stops, address changes, payment options, etc. They can even set up subscription shares, such as for family accounts.
- ▶ **Offer entitlements** – such as a digital replica of their physical subscription or create digital products or newsletters as bonuses. Mobile apps, premium content, members-only websites... It's all up to you.

## Features

- ▶ Dynamic paymeters
- ▶ Flexible paywalls
- ▶ Programmable upsells
- ▶ Programmable triggers for upsell, reminders and more
- ▶ Self-service concierge
- ▶ Mobile Concierge for events, third-party sales
- ▶ Extensive analytics
- ▶ Drag-and-drop reporting
- ▶ Comprehensive marketing database with logic, response tracking and more
- ▶ Integrates with nearly all payment systems

### Solicitor Concierge

While the customer is in control of their account, you have the power. Naviga makes it easy to set up entitlements and special offers. Program transactional communication, including what triggers cause the program to reach out to the customer with reminders, offers and upsells. Set up A/B offers to discover the most effective promotions. You can even design smart offers for upgrade and downgrade workflows.

### Newsletter Widget

Manage multiple newsletters with the same proficiency as your main subscriptions. With our widget, you have the ability to set up free or paid newsletters or grant extra access through your paymeter to encourage sign up.

### Mobile Concierge

If you are handling subscriptions through third parties at events, Mobile Concierge makes it easy to set up accounts and make sales. You control what offers can be presented at the event. Create event-only subscriptions and limit (or expand) the number of entitlements or upsells you offer.

## Beyond a Paywall – Smart, Personal, Dynamic

As subscribers grow more accustomed to paywalls and paymeters, companies will need to work harder than ever to design deals that appeal to the individual's needs. After all, not every person who comes to your site is interested in a comprehensive subscription. Some may only need a single article or be interested in specific topics.

Naviga's engagement solution gets to know your subscriber and potential subscriber, gathering information on everything from their geolocation and how many times they've visited the site to whether or not they have an ad blocker installed. With that information, it can tailor the conversations – messages, banners, or info boxes – to address the right consumer at the right time with the right message.



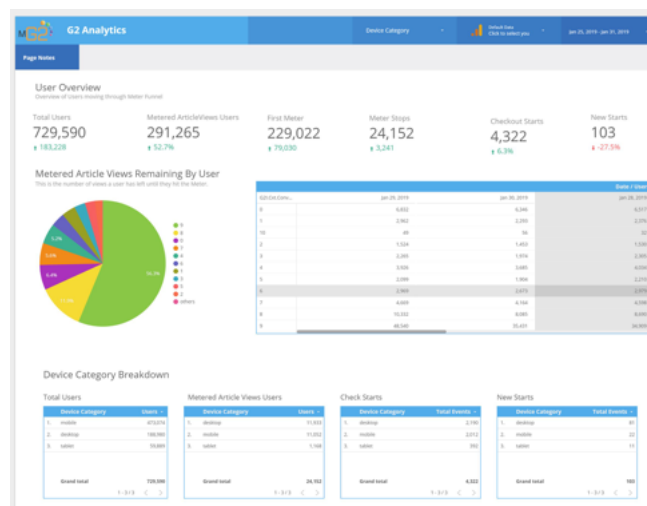
- ▶ Dynamic metering – Offer certain pages for free, set up premium content and more.
- ▶ Dynamic messaging – Change the message by what page the reader is on, where the reader resides, etc.
- ▶ Quick setup – Modify our pre-made templates to get your messages programmed fast and to your specifications.
- ▶ Cookie clearing? Not a problem – Naviga finds the virtual fingerprints, so that readers cannot defeat your paywall by clearing cookies.

## Use Your Data

Information is the key to success, but only if you can interpret it usefully. Naviga not only gathers a wide range of customer data and engagement behavior for its own uses, but also integrates with your Google Analytics account so you can discover useful trends:

- ▶ Which offers are most successful
- ▶ What strategies have the best long-term value
- ▶ What pages or authors get the most interest
- ▶ Which readers have the lowest engagement

Our reporting tools offer drag-and-drop capabilities for easy reporting and integrate with Listrak so that you can contact subscribers in high-profile groups for email campaigns, whether to encourage them to revisit the news site or to offer a special deal based on their interests.



## Ready to learn more?

For more information or to arrange a demonstration, please write to [info@navigaglobal.com](mailto:info@navigaglobal.com) or visit <https://navigaglobal.com/>.

## About Naviga

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our content management, audience engagement, advertising management and content-as-a-service solutions help companies amplify their messages and generate profits. With headquarters in Bloomington, MN and regional offices throughout the world, Naviga is a trusted partner serving over 2,500 customers in 45 countries. For more information, please write to us at [info@navigaglobal.com](mailto:info@navigaglobal.com) or visit [www.navigaglobal.com](http://www.navigaglobal.com).

