abacus
ALL ABOUT ENGAGEMENT

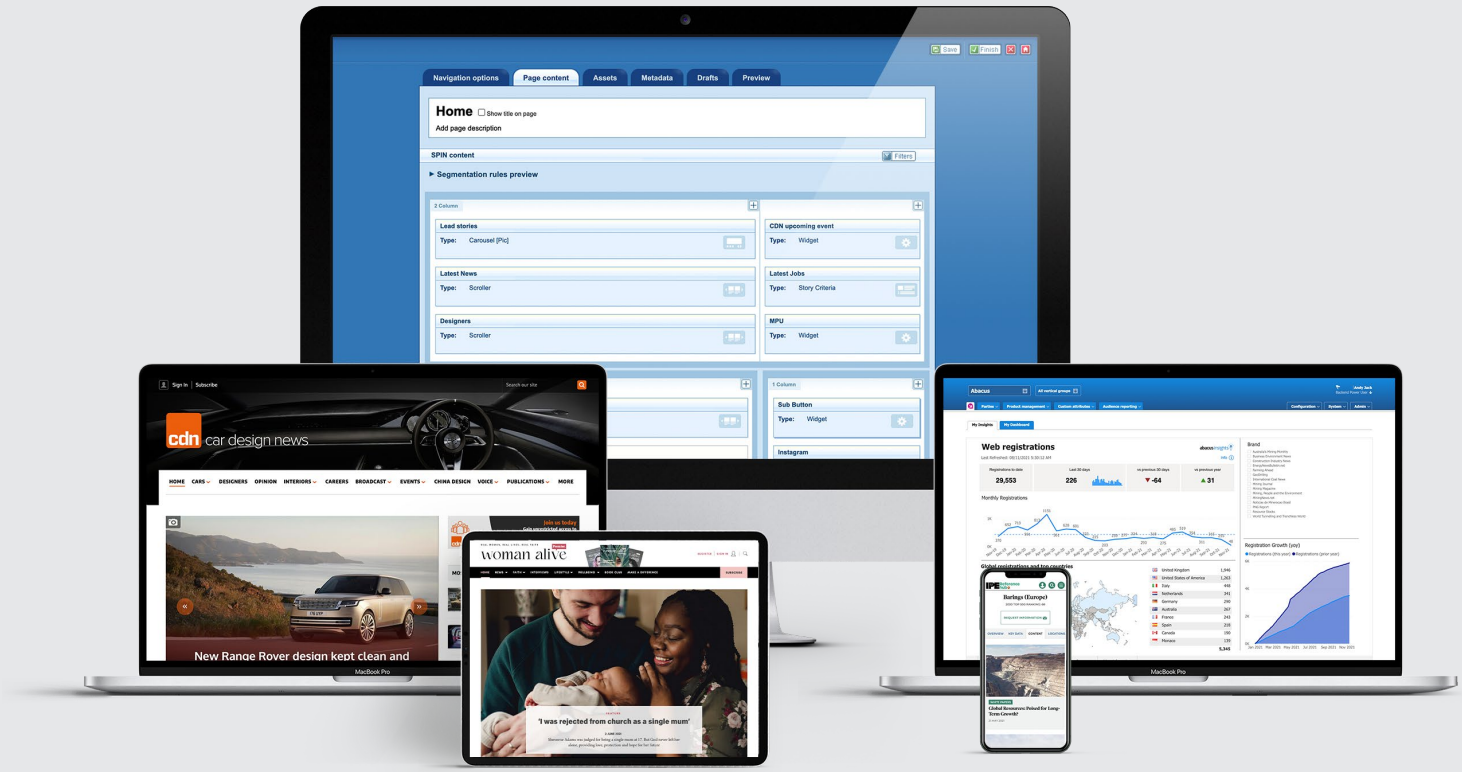


# Digital Experience Management

**A GDPR-compliant cloud-based Digital Experience Platform (DXP), comprising a professional mobile-friendly website, an enterprise-class CMS and a market-leading audience engagement database.**

*"One of the reasons we chose the Webvision Cloud platform was its ability to support changing business models without the need to constantly rebuild. The Flight Global Premium project was a real test of this capability against a tight deadline. With support from the Innovation team we were able to deliver on this promise and meet our challenging business goals."*

HEAD OF MARKETING, DVV INTERNATIONAL




# The platform comprises:

- an elegant and versatile responsive website styled to deliver your brand with impact
- a fully integrated, flexible multichannel CMS, as used by some of the UK's biggest publishers
- access management and e-commerce options supporting digital products, purchasing and fulfilment
- a customer data platform (CDP) including subscription management database with the tools you need for campaigns and segmentation
- a GDPR-ready single customer view (SCV) that tracks transactional history and web usage behaviour

## An affordable, secure end-to-end solution, controlled by you

Webvision Cloud is an award-winning **GDPR-compliant Digital Experience Platform (DXP)** for organisations of all sizes that need to provide their audience with a relevant and engaging digital experience across all devices, at an affordable price.

The platform's high-performance out-of-the-box functionality is highly configurable and flexible, giving users the ability to be in full control of the customer experience from content management and delivery to audience engagement and tailored digital communications. This allows your website to quickly react and evolve to reflect the changing nature of your commercial business model, without the usual associated programming and design costs.

The platform is secure, low risk and low cost. There is no infrastructure requirement, nothing to install, and no need for costly IT staff to run it, as all technology and website hosting is in the cloud. Webvision Cloud has been designed to enforce GDPR data protection compliance and provide an audit trail to ensure any disputes can be dealt with swiftly and decisively. The hierarchical preference centre (Trust Centre) permits users to manage communications (in any format) from the organisation, the brand, any products or services, 3rd parties, and personalisation/profiling – something that is a legal requirement under the GDPR regulations. At the backend, the Compliance Hub keeps track of all interactions with your customers so that your organisation can demonstrate lawful consent and ongoing engagement (for legitimate interest).

## Ongoing development, controlling your Total Cost of Ownership (TCO)

As a Software-as-a-Service (SaaS) platform, Webvision Cloud has many benefits, including continuous and transparent upgrades. This means that your organisation will always be running on the latest version of the software. And because our customer's feedback heavily influences our development programme, the platform is continually developing and improving for the benefit of all our client. Because Webvision Cloud is genuinely scalable, there is a range of optional functionality that can extend your business easily, and cost-effectively.

Webvision Cloud allows our clients to remain in control of their Total Cost of Ownership (TCO). There are no expensive and disruptive upgrade projects just a few years down the line. Adopting a SaaS platform allows for continuous and transparent upgrades. Furthermore, it is secure, easy to maintain and inexpensive to support with none of the regular, expensive security upgrade costs typical of other software.



> *"The flexibility for us to create meaningful products quickly, with any kind of access model we require and get them in the hands of our community quickly... I don't think any of this would have been possible without the technology provided by Abacus."*

EDITOR AND PUBLISHER, ROYAL SOCIETY OF CHEMISTRY

## Revenue and content models to suit all organisations

The platform's flexibility supports a range of content templates and revenue-generating business models – from paid content to advertising and sponsorship - to achieve a greater return on your investment. These include:

- **paid subscriptions and memberships, both bundles and single items**
- **industry-standard banner advertising**
- **digital and event sponsorship**
- **creative marketing solutions (e.g. content marketing and native advertising)**
- **video and audio media**
- **multi-language support**
- **tiered membership**
- **content marketing directory**
- **lead generation solutions**
- **market data intelligence**

Webvision Cloud makes it possible to create, package, and promote your digital products in one system. And if your organisation's market penetration is driven by advertising and sponsorship, the platform provides the tools to drive audience engagement levels – such as increased web traffic, dwell time, and reduced bounce rates – offering your advertisers a greater return on their investment. Webvision Cloud makes it easy to create great-looking personalised content that supports all of your online activities. And the platform is purpose-built to allow you to create audience segments to ensure you are providing your audience with the right content according to their self-declared subject matter preferences as well as user behaviour that is tracked within the platform.

## Putting the right content in front of the right audience

- Tailor landing pages for each audience tribe with segmented blocks of content to increase engagement.
- Send users newsletters for their area of interest.
- Allow users to create a personalised section of the site, collecting interests during registration, or messaging users who have not yet created a personalised profile.

## Ongoing Consultancy Services

Our team of highly specialised staff and consultants have unrivalled industry experience in developing all aspects of online strategy. They will be there to support you throughout the UX and onboarding process, advising on the most appropriate set-up and configuration for your market and then train your staff to be totally confident in operating the platform.

And our Webvision Cloud customer services team will be on hand to help and advise you once your site is live. Also, our Help Centre provides our clients with the necessary information to get the most of the platform through our latest manuals, release notes, how-to guides, technical information, and legal documentation. All this is delivered as a 24/7 hosted and supported service.

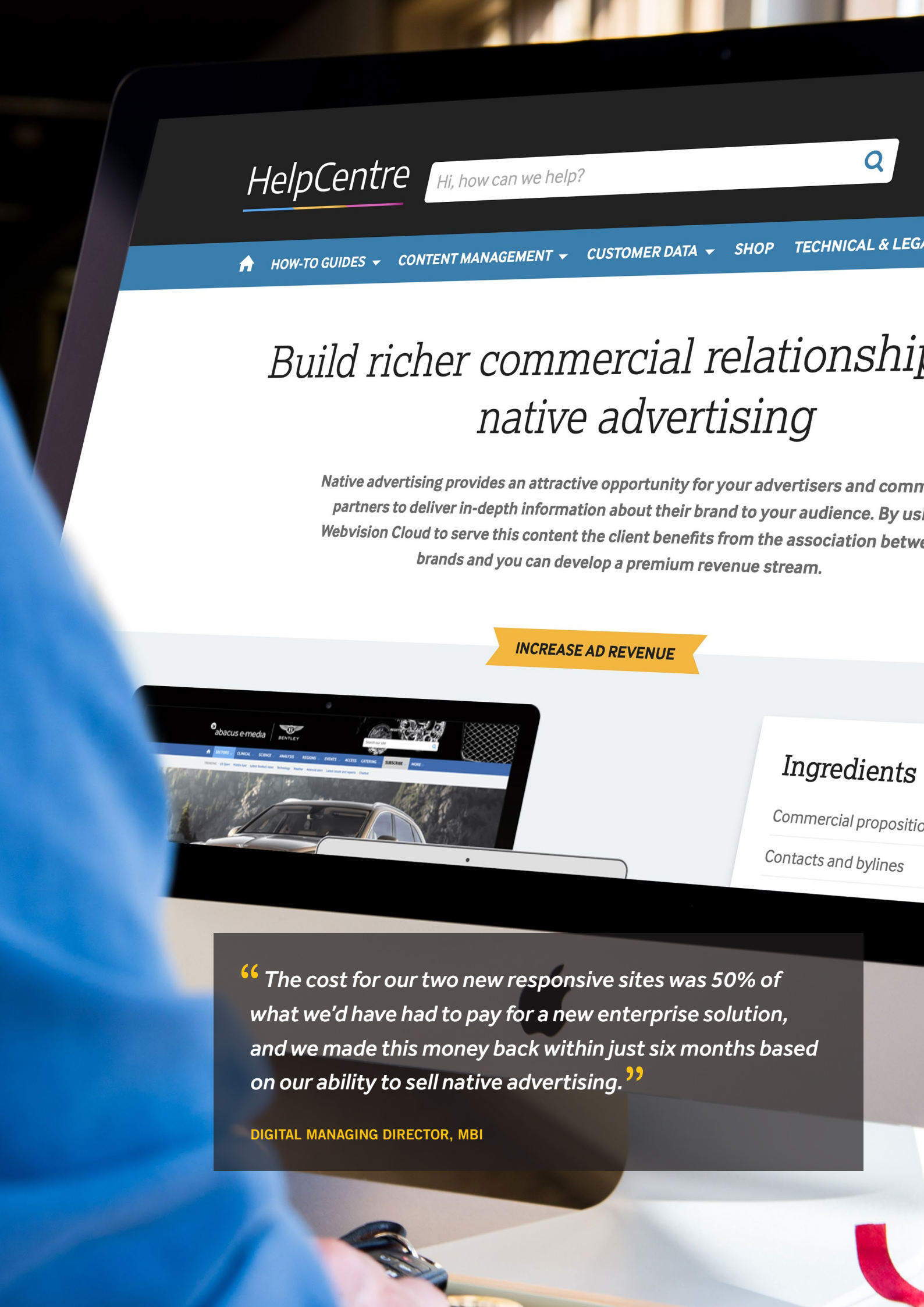
## Recipes for Success

Increasing customer engagement is at the heart of everything we do here at Abacus. Whether that's finding ways to generate more traffic on a website, growing subscription sales, providing advertisers with a better audience and response or developing and launching brand new products and services, success relies on building a strong relationship with the consumer.

We have developed a series of the most impactful user journeys into what we call our 'Recipes' in order to help our clients continually optimise their subscription strategy through the creation and optimization of data-driven customer acquisition and retention journeys. These can be deployed at a lower cost, lower risk and with more rapid launch times than taking a custom development approach while ensuring you achieve the same desired commercial and strategic outcomes. This approach to community development and customer engagement has brought great success to our clients.

## Better value than other website solutions

If you are looking to replace your website, CMS and customer management technology, we have a winning proposition. Allow us to prove to you that we can provide a risk-free alternative to Open Source solutions (e.g. WordPress, Drupal or Joomla), and let us help you identify the actual cost to your organisation, and help you build the business case to invest in Webvision Cloud today.


HelpCentre
Hi, how can we help?
HOW-TO GUIDES
CONTENT MANAGEMENT
CUSTOMER DATA
SHOP
TECHNICAL & LEGA
Build richer commercial relationshi
native advertising
Native advertising provides an attractive opportunity for your advertisers and comm
partners to deliver in-depth information about their brand to your audience. By us
Webvision Cloud to serve this content the client benefits from the association betwe
brands and you can develop a premium revenue stream.
INCREASE AD REVENUE
abacus e-media
BENTLEY
Ingredients
Commercial propositio
Contacts and bylines
“The cost for our two new responsive sites was 50% of what we’d have had to pay for a new enterprise solution, and we made this money back within just six months based on our ability to sell native advertising.”
DIGITAL MANAGING DIRECTOR, MBI

## About Abacus

Abacus is an award-winning Software as a Service (SaaS) provider with unique proprietary Customer Data Platform (CDP) and Digital Experience Platform (DXP) offerings. We help brands and communities improve revenue and engagement with personalised digital experiences and offers.

We are well established in the B2B publishing sector and member organisations with over 30 years of experience enabling digital transformation. Our specialist platforms and services manage digital content, websites, paywalls and subscription bureaux for major publishers, and provide sophisticated marketing and membership engagement functionality for major professional institutions and brands.

Abacus is quality certified through ISO 9001 and ISO 27001. We have an impressive pedigree in content and customer data management software development and is proud to be working with a cross-section of industry-leading organisations since 1978, including:

BOAT International | DVV Media Group | Royal Society of Chemistry | BFI | Metropolis | IPE

Ocean Media Group | Newsquest Specialist Media | The Law Society | Aspermont Information for Industry | Christie's | New Scientist

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