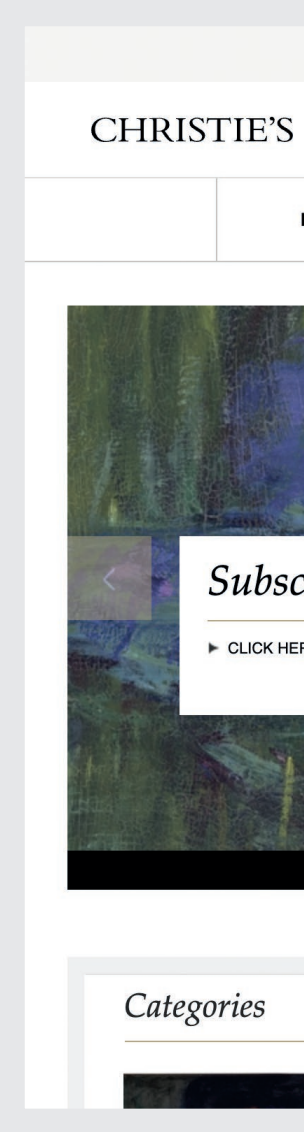
abacus
ALL ABOUT ENGAGEMENT



Engage, manage and monetise your audience with ADvance

- Package and promote online and print products
- Market and deliver through any channel
- Track audience behaviour and identify new opportunities
- Turn your data into actionable intelligence

Engage, manage and monetise



ADvance is a SaaS GDPR-compliant multichannel single customer view, customer identity & access management (CIAM) and e-commerce system in one.

The platform enables you to collate and distil the vast quantities of data your audience generates so you can extract powerful insights that drive business growth. Within the same platform you can then apply this knowledge to market, package and fulfil both online and print products. And as ADvance is a SaaS platform, this can all be managed within a web browser from anywhere in the world.

ADvance can be integrated with your existing CMS, enabling you to move seamlessly from content development to production and distribution. In addition, the platform can be integrated with a wide range of third party systems, for example your CRM, meaning it can co-exist with existing key platform components.

And if you need assistance or guidance with any aspect of audience management, we offer a range of complementary services that can help you achieve a complete audience management solution.

It's no wonder that **New Scientist, Aspermont, Christie's, Newsquest, The Law Society,** and **Royal Society of Chemistry** are all currently using ADvance to manage and monetise their audience.

"We've had great success merchandising products we would never have been able to sell before, generating extra revenue for the business.

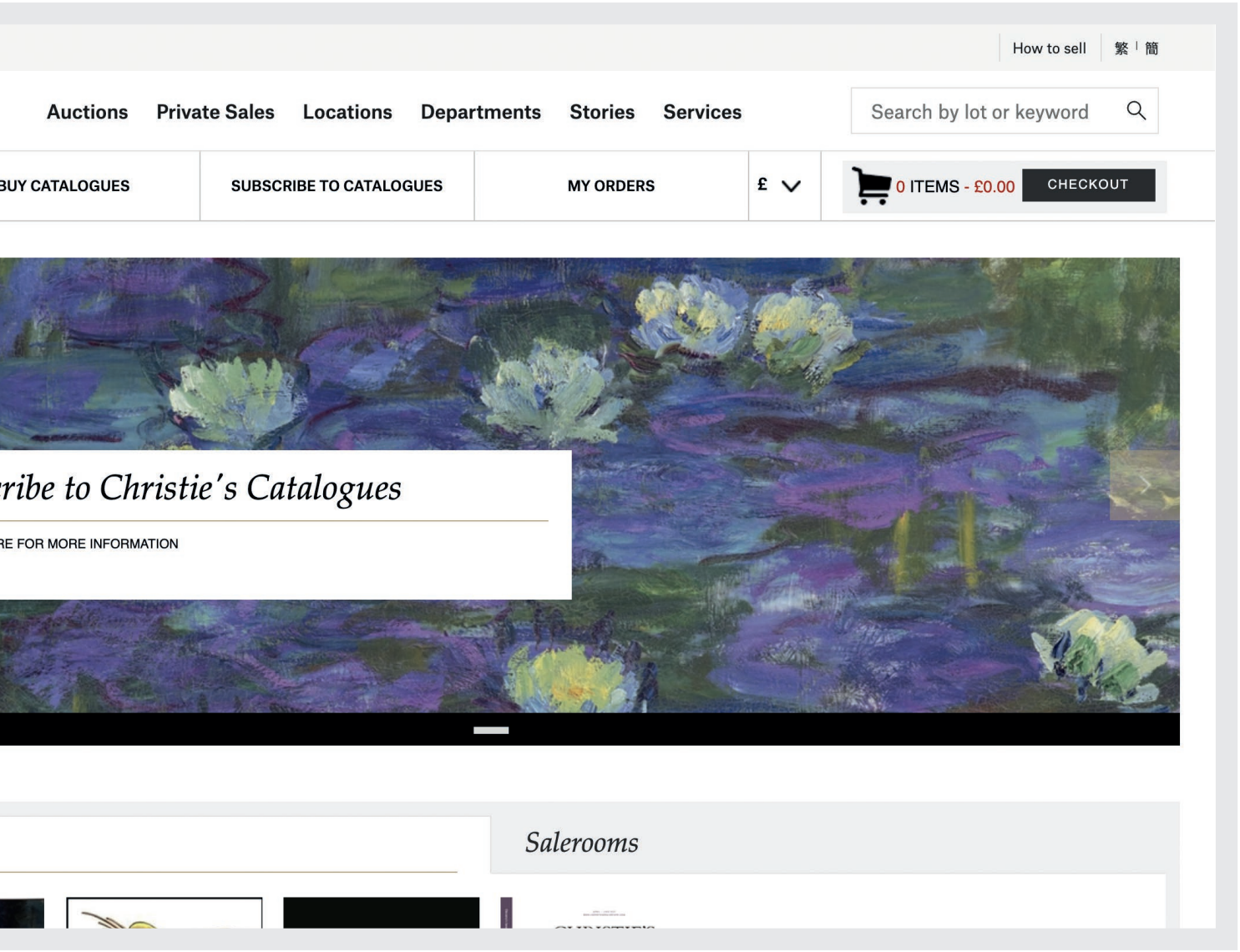
The figures speak for themselves – in October year on year sales growth was running at 383% graphically demonstrating both the improvements in the sales funnel and the new product and cross-sell opportunities that ADvance has offered us."

Head of Business Development, Christie's

Turn your data into actionable intelligence

Today's digital businesses are generating incredible amounts of audience data. From web traffic and registration input to mobile app data and marketing intelligence, every department within these organisations is building up a significant stockpile of information. The problem is that this data is commonly stored in disparate databases making it difficult to gain a complete view of their audience.

ADvance solves this problem. The platform allows users to view and interrogate data from all sources, enabling you to find the right answer to business critical, cross-brand questions. Want to know if the loyal readers of your monthly journal also attend your events? No problem. Are the evangelists of your app also reading your hard copy publication? Finding the answer is simple with ADvance.



Track audience behaviour and identify new opportunities

With this bird's-eye view over your customer base it's possible to paint an accurate picture of your audience as a whole and clearly identify the various subgroups it comprises. This makes effectively segmenting your audience a simple task and enables you to easily identify gaps in the market, product development opportunities and up-selling and cross-selling opportunities between brands. Any gaps, errors and duplications within your data can also be rapidly detected and addressed.

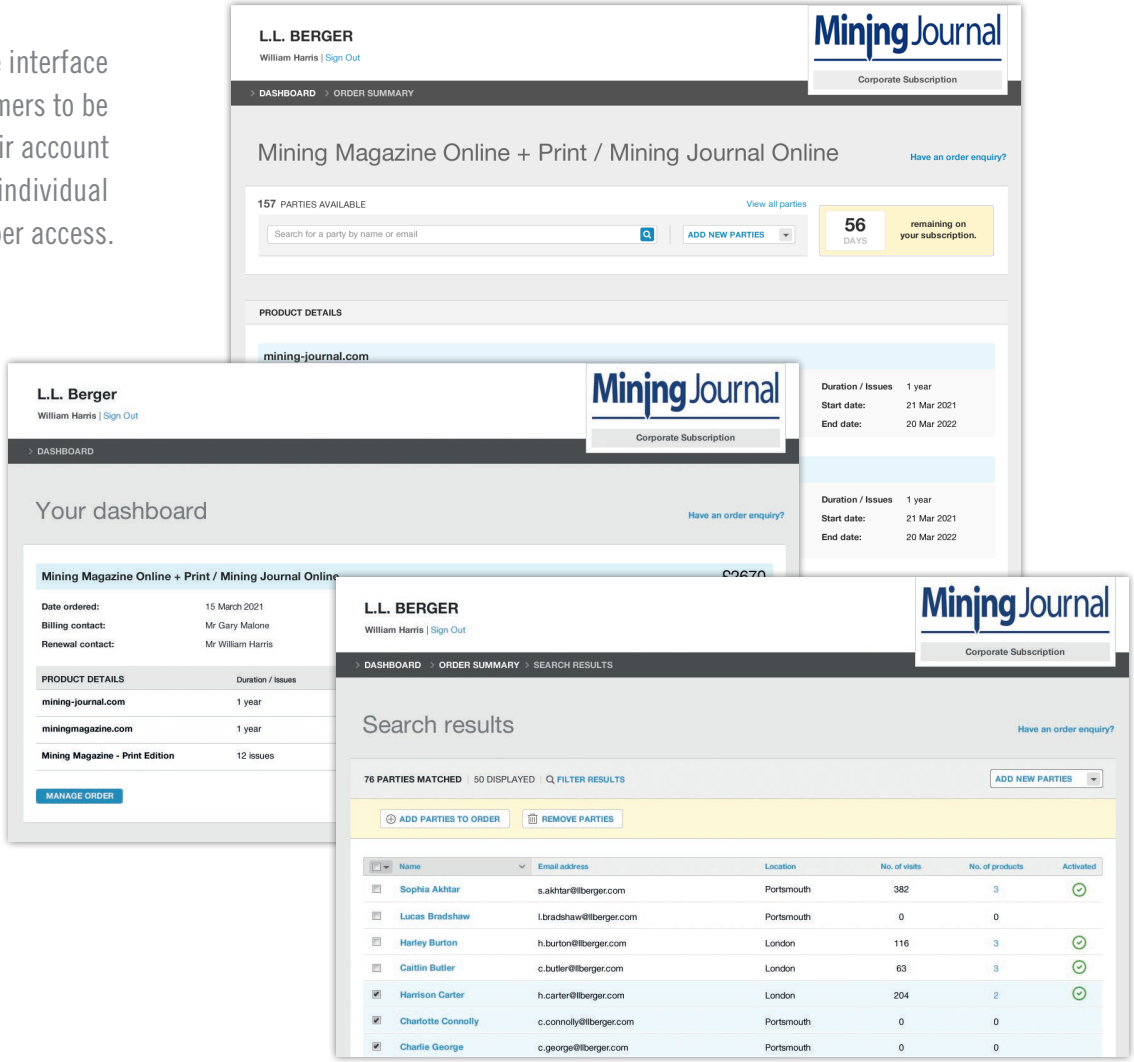
To enable you to interrogate this data, we've built a number of data mining tools into ADvance for segmentation, targeting and reporting. And if you want to apply a specific data analysis tool, that's no problem. The platform was built to interface with a wide

"Abacus really 'get' what we are trying to achieve and come up with innovative approaches and technology to meet these goals. ADvance is a great example of this in practice – it's something the sector's been seeking for years"

CEO, Investment & Pensions Europe

Engage, manage and monetise

The self-service interface allows your customers to be in control of their account and manage individual subscriber access.



range of analysis software including data visualisation applications using Odata connection supported by Microsoft Excel and Tableau.

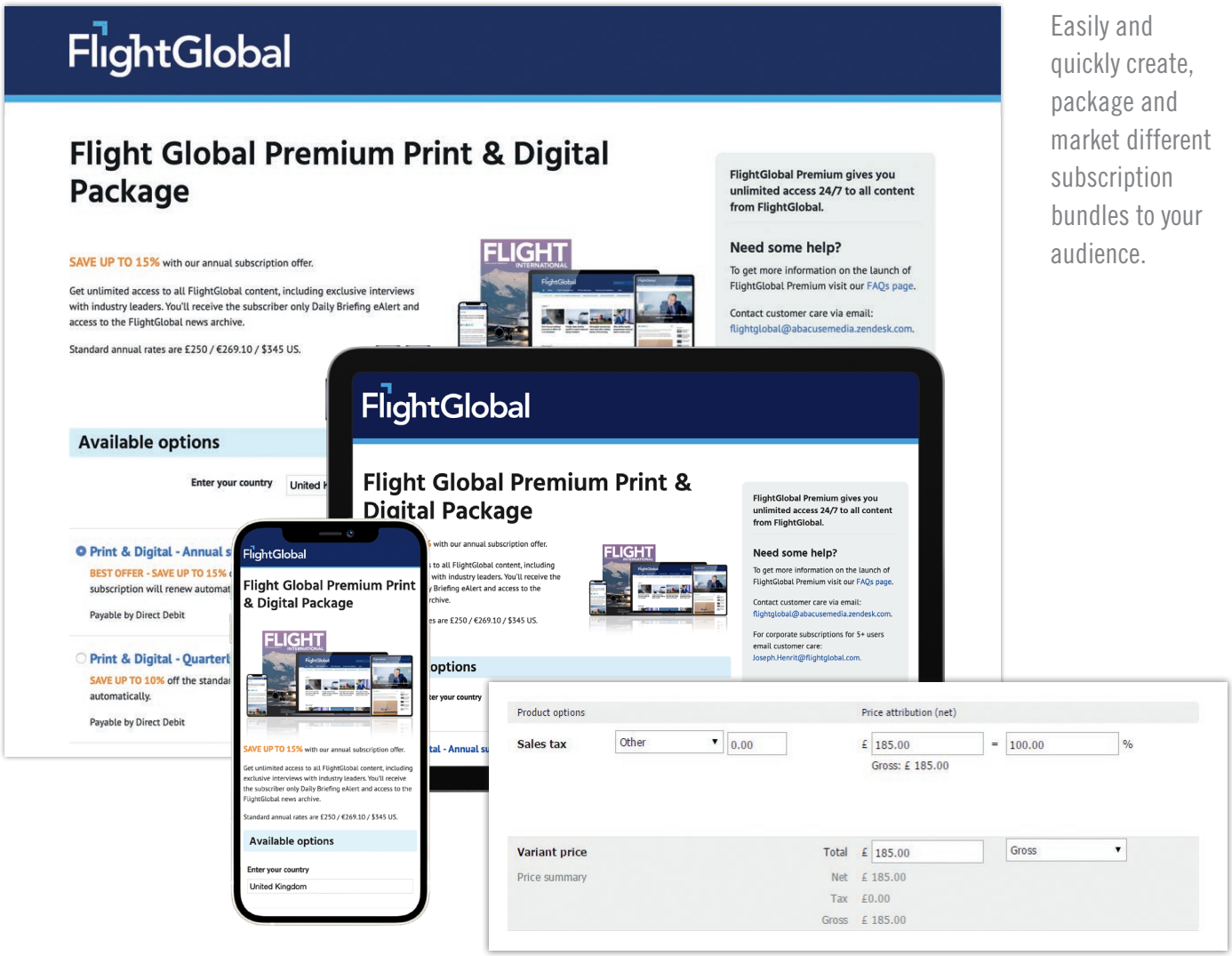
If you're offering corporate subscriptions, audience data can drive renewals and with ADvance you can track the data that makes a difference. The platform enables you to monitor the behaviour of individual licence holders so you can identify those who aren't exercising their full access rights. Armed with this knowledge you can then actively manage and encourage users to consume digital content, increasing the likelihood of a straightforward renewal.

If you'd like to share this insight with your customers, ADvance can also generate a self-service page which allows your customers to manage user allocations themselves, helping them to maximise the value of their subscription.

Package and promote online and print products

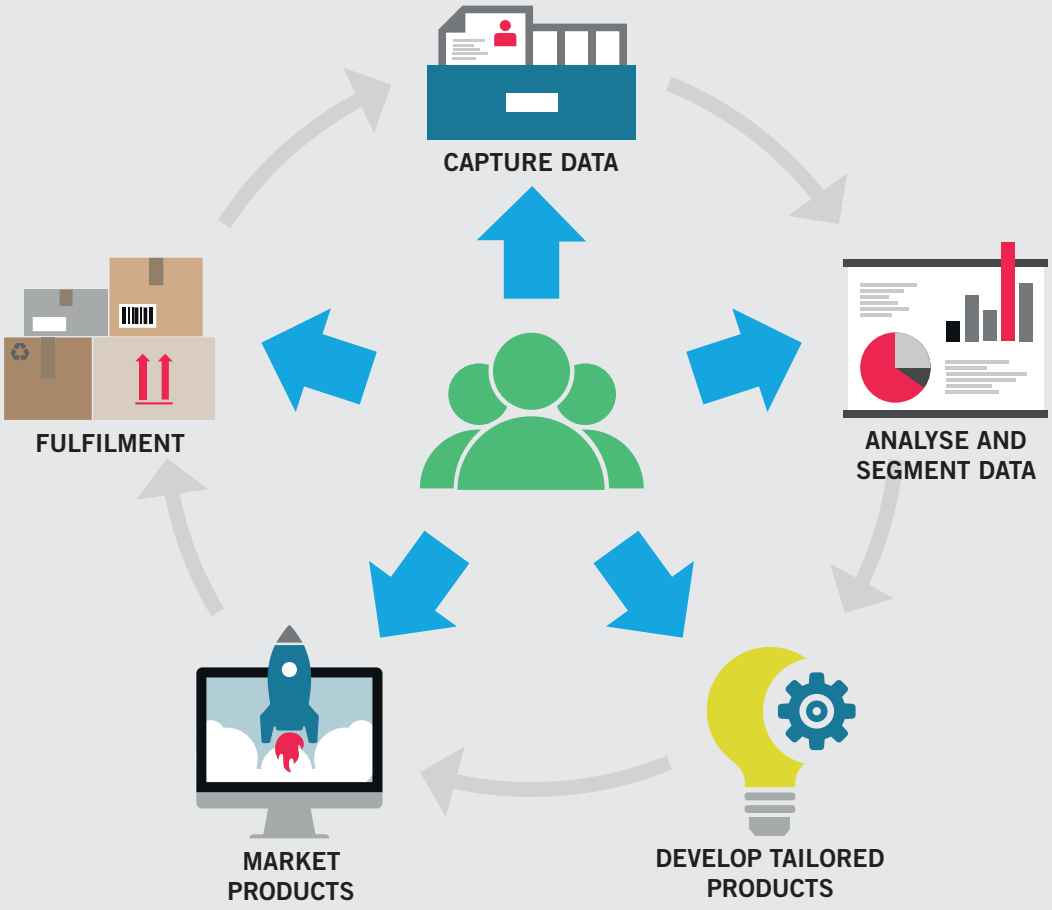
ADvance gives you more than a unique insight into the behaviour of your audience, it also drives engagement and interaction with your customers. Once you know what your audience wants, you can slice and dice your content to produce products, bundles and packages tailored to their specific needs. Access controls can be set and adjusted with ease meaning you can tweak and improve products based on audience feedback. Similarly, the platform offers fingertip control over pricing. When it comes to marketing your wares, ADvance boasts a number of modules that can help you promote your products across all digital channels. From developing promotional content and distributing it via email or direct marketing campaigns to tracking and managing leads, ADvance enables you to monitor and control the whole process with ease.

If you want assistance with your marketing efforts, we offer a complementary consultancy service. Our industry insiders can support your team and offer strategic advice based on their extensive digital expertise. We also have a full-time staff of web and UX designers on hand, who specialise in enhancing digital content with stunning visuals that captivate consumers and increase audience engagement.



Easily and quickly create, package and market different subscription bundles to your audience.

Engage, manage and monetise



A truly data-driven product development cycle where real-time metrics are captured from online and offline transactions, allowing for the rapid development and marketing of new products.

Market and deliver through any channel

As well as being a powerful marketing platform, ADvance is also an e-commerce engine. The platform has a baked-in payment architecture which enables customers to both start and renew subscriptions online, or purchase individual products, using any currency. And this functionality extends across all digital channels – web, mobile and tablet – ensuring a seamless e-commerce experience for customers on all devices, whether they're buying or simply browsing.

We've made managing fulfilment simple too, even when complex multi-address delivery management is required. Print deliveries can be planned and tracked and digital orders can be met and managed from the dashboard. We also offer a number of bureau services to supplement ADvance's fulfilment capabilities and can provide you with an experienced customer services team capable of handling in-bound calls and proactively reaching out to potential customers.

Reporting on all of this activity can be a headache but we've aimed to make the process painless. Using ADvance it's possible to whip up reports on all of your business activity, from marketing to finance, with the minimum of fuss. And as well as gaining clarity over the here and now, you can also glimpse the future of your business using our suite of predictive analytics tools – for example, ADvance can forecast future income month-on-month, factoring in renewals and changing subscription prices.

ADvance Modules

Audience Management
Understand and manage your audience data – subscribers, members, web-registered users, event delegates

Product Management
Define and price new products and define client entitlement

Access management
Flexible access control solutions for content owners, including paywalls and multiple user IP access management for organisations

E-commerce & m-commerce
Give your customers an effortless and elegant buying experience online

Single view / business intelligence
Analyse your audience and customer data in one place with business intelligence tools

Extract, transform and load data / conversion (ETL)
Combine data sets into your audience database for further analysis

Campaign renewals & marketing management
Understand your audience data to drive personalised marketing communications, and subscription / membership renewals messaging

Print fulfilment
Manage your print subscriptions, distribution and renewals process in the cloud

ADvance Services

Consultancy
Industry expertise providing support for your digital strategy and specialisation in subscription marketing communications

Design
Award winning creative web design and HTML services using the latest web technologies

System integration
Highly experienced product integration services using APIs and connectors including CRM, ESPs and 3rd party applications

Data integration
Data auditing, validation, cleansing and integration services

Bureau services (including customer services)
Inbound call handling, print fulfilment, subscription management and marketing communication services

Engage, manage and monetise

"One of the strengths of the Abacus team is that they have great domain expertise with broad industry experience ranging from digital product development to subscriptions and marketing. We've recently used their consultants to help us determine the right structure and processes for our subscriptions and marketing department and we are already starting to see the positive impact of this input."

General Manager, Aspermont UK

Getting the most out of ADvance

Although ADvance can work with any CMS, pairing it with our flagship solution, Webvision, optimises the performance of the platform.

When used together these platforms form an immensely powerful end-to-end solution that can drive the entire content delivery process, from content creation and production to delivery and audience analysis, transforming efficiency and increasing revenues.

About Abacus

Abacus is a 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 with over 20 years of experience enabling digital transformation. Our specialist platforms and services manage digital content, websites, paywalls and subscription bureaux for major publishers and also provide sophisticated Single Customer View and membership engagement functionality for major professional institutions and brands.

Abacus has been ranked in e-Consultancy's top 100 digital agencies since 2004, and is a long standing member of the Software Industry's trade body, TechUK, and is quality certified through ISO 9001 and ISO 27001.

Working with

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

abacus
ALL ABOUT ENGAGEMENT

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