

singula
decisions

We believe we can help you and your subscription business grow loyal and paying subscribers and would welcome the opportunity to have chat.

HERE ARE



REASONS WHY



1. OUR DNA

We are not your typical software business. We have a deep understanding of how subscribers engage with a subscription service. This knowledge is real and based upon our outsourced heritage where we've managed the entire subscriber journey on behalf of our clients. So we've been in your shoes and understand what it takes to acquire, grow and retain subscribers.

30m⁺

Millions of subscribers managed on behalf of clients

20⁺

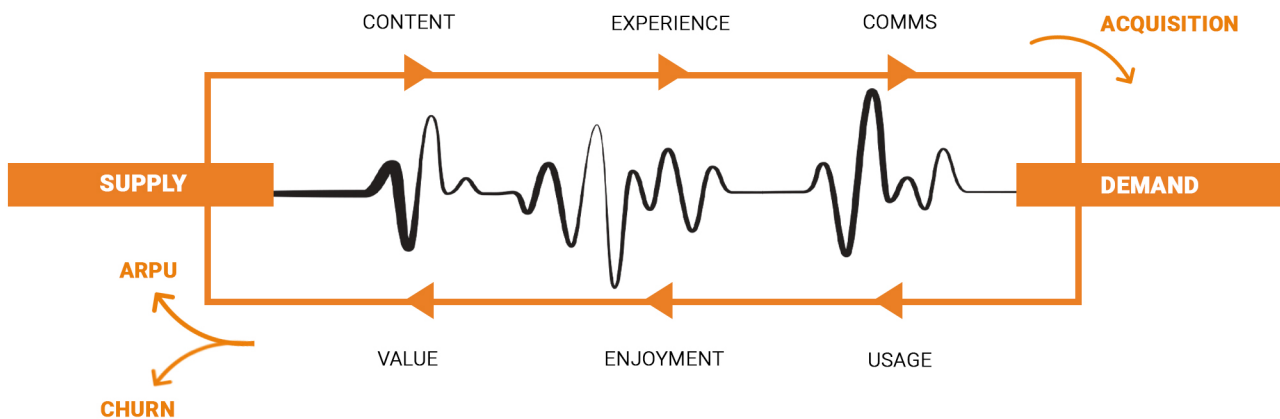
Years' deep domain experience

000^s

Thousands of campaigns run to drive acquisition, ARPU & retention

2. OUR APPROACH

As a result of our hands-on experience, we see things a little differently. We look at a subscription business through the lens of an expert system, understanding where the flows and bottlenecks are, the things that restrict your ability to grow subscribers. We've boiled these down to 6 key 'supply vs demand' dimensions that together give you a complete picture of your subscription service.



3. THE PROBLEM WE SOLVE

As an executive under pressure to drive subscriber growth, we are guessing you are trying to make sense of your subscriber data and are struggling to activate it, in real-time. At the end of the day, it's all about speed – no point learning a subscriber is about to churn if you are not able to engage at the right time.

We call this the AIR GAP and instinctively you'll be working between the subscriber data and subscriber touch layers, trying to make sense of it all manually. But it's slow and inaccurate.

Sound familiar?

4. OUR SUBSCRIBER INTELLIGENCE PLATFORM


Like you, we recognise how critical subscriber data is when driving real-time engagement with your subscribers. That's why we've taken all our learning and developed an award-winning platform that is designed to activate your Air GAP.

WE CALL THIS SUBSCRIBER INTELLIGENCE.

Singula® Subscriber Intelligence helps you understand where your subscribers are along their journey with you, how they got there and where they are heading – allowing you to determine what you can do to change their behaviour.

Built using our 6 dimensions. We bring together the data signals required to drive your Subscription Scorecard. This is the heartbeat, where the data science takes over. Many businesses try to segment customers via demographics, assuming people of the same demographic behave the same. We disagree. Instead, we are looking for patterns of behaviour that we believe trigger change to the Subscription Scorecard – it's the patterns and scorecard metrics that enables us to more accurately recommend the next best course of action.

Where are your subscribers today?




DECISION MOMENTS

Where are your subscribers going?



SUBSCRIPTION SCORECARD

How can you change their behaviour?



ACTION LIBRARY

5. WHAT THIS MEANS FOR YOU?

When we enter into a relationship with a client, it's all about a 'win-win' for us. We are not looking at a 'supplier-customer' relationship, instead we fully anticipate supporting you like a partner. Our track record shows that.

100%

Increase in trial conversion

66%

ARPU growth

25%

Churn reduction

Racing TV

BT Sport



4 C MORE

TSUTAYA TV

LET'S TALK?

While we have a great track record, we don't want you to think we take this for granted. We are relentlessly passionate about subscribers. You can be assured we'll bring that passion and years of experience to help you drive your subscriber engagement.

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