

Cloud Technology to Launch a Range of Innovative Monetisation Models

eSuite is an easy to integrate cloud platform that provides comprehensive functionality designed to identify, acquire and retain your customers and maximise revenues

Commercial Benefits

- Provide controlled access to your premium content and offer advanced freemium models using paywall technology
- Gain a single view of rich consumer profiles across your entire portfolio to better understand up-sell opportunities and maximise advertising revenue
- Use consumer profile data to increase conversion through personalisation of your consumer offers, products and trials
- Streamline the multi-device experience and reduce conversion barriers by enabling single sign-on and one-click purchases
- Seamlessly replace costly, outdated and inflexible print focussed infrastructure
- Compete and prosper in a digital first environment and intelligently drive revenue through innovation



MPP^{oo}
globalsolutions

THE  TIMES

 MCCLATCHY

L'EQUIPE

RACING POST

LocalMediaGroup

THE IRISH TIMES

Daily  **Mail**

The New Zealand Herald

Key Features

- Advanced metering; consumer fingerprinting, profiling and real-time product recommendations
- End-to-end centralised Identity Management and CRM with single and social sign-on
- Subscriptions, freemium, bundling, day passes, real-time one-click and micropayments
- Flexible product, entitlement and subscription management with full access management capability
- Empower your marketers to instantly create new products, offers, trials and incentives
- Complete API library to easily integrate with your existing content management infrastructure

Ideal For

National Newspapers

Enable multiple paid content models that boost readership and generate recurring revenue by leveraging an increased understanding of customer behaviour

Regional Newspapers

Analytics and reporting help you understand and nurture your audience to become a powerful online media business; launching new and alternative revenue streams for your quality regional content

B2C Magazines

Selecting a fully integrated platform gives you all the tools and flexibility you need to develop a digital strategy that offers customised content; catering for specific interests, demographics and content types with business models for every channel

B2B Magazines

Take control of product launches and reduce the time and cost of getting to market. Offer private and corporate subscriptions simply to develop, monetise and grow customer numbers



Enhance and streamline your digital content strategy today.