AMPLIO UPDATE: AUDIENCE ENGAGEMENT TO DRIVE READER REVENUE

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Founder and Chief Innovation Officer
Lineup

Take advantage of **our partnership**

lineup

Reduce your subscription systems cost by 80%

Increase your audience engagement

Higher subscription conversion and retention

Redefining the standard of audience monetization software supporting print and digital subscriptions.

Targeted Engagement

lineup

Dynamic marketing capabilities.

Quickly configure and deliver **adaptive product offers, packages** and **nurture journeys** using our simple drag-and-drop interface.

Prep **targeted email engagement** with your chosen integrated marketing automation platform.

Integrated Platform

lineup

A one-stop-shop for your subscription ecosystem.
Built on the Adpoint infrastructure, in your hands now.

Built-in CRM and **finance automation** for sales management and efficient online purchase journeys with order-to-collection processes.

Efficiently manage your **visitors**, **registered users** and **subscribers** all in one user-friendly place.
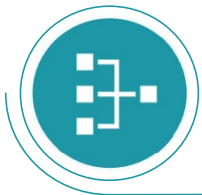
Intelligent **marketing automation** built in to support customer acquisition and monetization.

Introducing the Amplio Paywall

Integrated paywall with intelligence

Multiple paywall models including **time meter, page meter, cookie wall, registration wall and hard paywall** options

Exploring the benefits of using Chartbeat data including **Conversion Analytics**

Coming Soon: **Push Notifications** Notifications triggered from Amplio nurture journeys and paywall workflows

Demo Agenda

- The consumer journey from paywall to purchase (5 minutes)

- Nurture journeys – engaging with consumers (5 minutes)
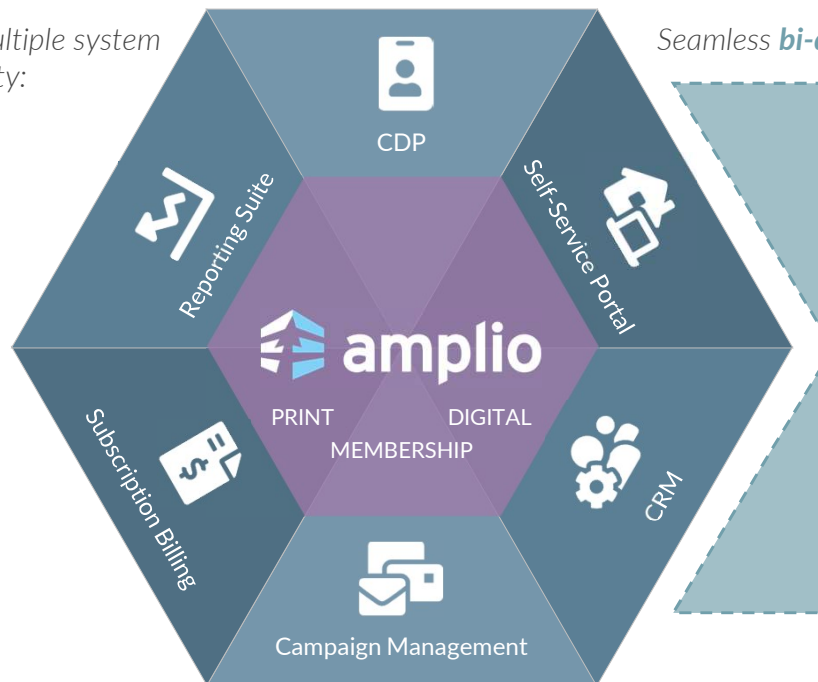 Amplio and Adpoint

- Marketing Automation (5 minutes)

The Demo

amplio

Audience monetisation for media
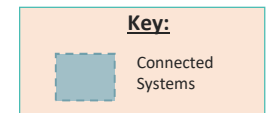
Modular Amplio Ecosystem

lineup

Amplio combines multiple platform capabilities into a single solution to helping significantly reduce complexity and system cost base. Support for both Print and Digital subscription management.

In-built multiple system functionality:

*Seamless **bi-directional integrations** with your wider subscription ecosystem:*

CDP

Self-Service Portal

Reporting Suite

amplio

PRINT   DIGITAL
MEMBERSHIP

CRM

Subscription Billing

Campaign Management

Paywall

Marketing Automation

DMP
(Data Management Platform)

Payment Gateway

Print Distribution

Key:

Connected Systems

Reduced Platforms

lineup

Audience and revenue management made easy.

Amplio replaces your paywall, subscription management, CRM/self service & email marketing platforms

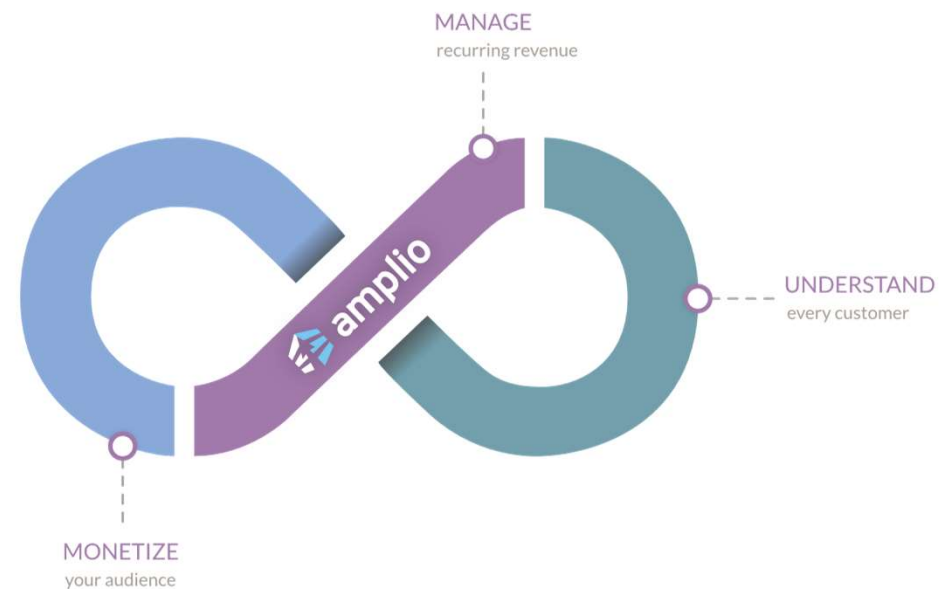Increased team efficiency with reduced manual work arounds & headcounts

Savings with integration, deployment & maintenance costs

Now includes fully integrated Amplio dynamic paywall

Full APIs to integrate and extend !!!

MANAGE
recurring revenue

amplio

UNDERSTAND
every customer

MONETIZE
your audience

lineup

The Offer

amplio

Audience monetization for media

Amplio will be included in your Adpoint license with an additional order form and SLA

1st 5000 subscriptions FREE

$0.20 per subscription per month

1/5 of your current cost

Even less at higher volume!