



# amplio

A ground-breaking subscription management, recurring revenue and monetization platform built for publishers.

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Amplio is focused on enabling you to **attract new readers or engage your existing audience** through easy to set up and run **data driven journeys**. Amplio also enables simple but flexible **product and offer creation** supported by the clear recording and management of revenues. Combining these capabilities in an **out of the box solution** makes Amplio a game-changer for media companies.

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## What's different about Amplio?



Unlike other recurring revenue platforms, we have built a platform that goes before, during, and after the sign-up funnel, giving you the tools to **engage and attract customers, and understand their total potential value** from monetization sources. With this data you can focus on the offers you present to customers based on what they want, all while generating the most potential value to you.



Amplio engages customers in data-driven marketing loops providing the ability to keep customers engaged throughout their complete lifecycle. This allows you to **maintain engagement and interest right up to renewal and beyond** through targeted nurture plans that reduce cancellations.



Creating offers is a core functionality of Amplio, providing flexibility of product and feature creation which makes it easy to **create an offer from your digital and print products, and price them flexibly and attractively for your customers**. This means you do not need to purchase additional platforms and build multiple complex integrations.



Amplio is **built specifically for the media industry, and draws upon subscriptions experience across multiple industries**. Through comprehensive review of global pricing and revenue models, Amplio allows you to apply industry best practice to media specific challenges.



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## With Amplio, you can...

### Get started fast with out-of-the-box integrations

Built with API driven microservices, Amplio offers ease of integration to your existing ecosystem. Amplio's own ecosystem includes best-in-breed platforms including an integration to Zephr, a market leading Paywall and Journey Orchestration platform, providing complete flexibility of access control to content and the evolving ability to orchestrate journeys for customer segments. It can also be seamlessly integrated to your businesses DMP ensuring a single customer view and the creation of propensity modelled audiences to drive greater yield and response.

### Sell more by understanding your audience

By bringing various sources of first-party data together into a singular view, Amplio provides greater insight into each customer's activity and estimates their Total Customer Value.

This data can be used to build and target audiences with workflows, automate quick action on customers in the various stages of the sales loop, and help you convert more paying subscribers. For example, this segmentation allows targeted actions focused on your business' acquisition and retention strategies, with easy test and optimization capabilities.

### Maximize your team's output

Amplio creates business process efficiencies with automated workflows focused on key communication touchpoints throughout the acquisition, sign-up, onboarding, renewal, and cancellation stages. These workflows can be applied against specific audiences (demographic/segment based) and run as and where required. The aim is to ensure potential and existing customers are engaged and nurtured, driving a positive return.

Amplio is built to be intuitive to use across all areas, from products, pricing and packaging, through to customer self-service, billing, and ultimately revenue recognition and reporting. This ensures your entire team have all the tools and capability they need within a single interface, can access information easily, and are empowered to make collaborative decisions.



## About Lineup

For over a decade, Lineup has helped the world's biggest and most iconic media organizations manage their sales and grow their revenue. Our intuitive, customizable software platforms – which have been built by media, for media – enable our customers to sunset legacy systems and enjoy a faster, more efficient, and more streamlined approach across all their sales and subscription management operations.

## About Lineup's Self-Service Suite

Our Self-Service Suite gives our customers everything they need to do deals in their own time, on their own terms. These tools – Ad2order, Marketplace, Pay4media, eTear4media – eliminate the need for publishers to liaise with advertising teams directly, removing unnecessary sales calls, inventory checks and other time-consuming tasks from the sales process entirely.