

[↩] probance

# Media & Publishing



# Increasing Engagement and Sales with Personalized Marketing

Engaging your audiences shouldn't be so hard. You know that truly personalized marketing can offer them unique experiences, and so increase revenue. But so far, nothing you've tried has fit your needs. Probance for Media & Publishing gives you personalized marketing with no limits. Automated marketing that's as good as that of the best in the business. Now every interaction with your readers, viewers and subscribers will increase engagement - and revenue.

- ✓ Easy-to-use
- ✓ As automated as you want
- ✓ We define workflows and scenarios
- ✓ Customized to your business
- ✓ Contractual commitment to real results
- ✓ Set-up in record time (ask us!)
- ✓ As affordable as entry-level email platforms
- ✓ Support in your language

## Everything You Need to Monetize Your Audience

### Rich Data Library

We build a rich customer and product database customized to your data, your requirements.

### Integration

We simplify all integration with your customer and product data, and your CMS.

### Scenarios

Start with a complete set of 13 best-practice customer journeys and triggers that we fully tailor to your business and data.

### AI-Powered Product Recommendations

Optimized in real-time using rich customer and product data.

### Hands-off Automation

We run it with our AI for you. Or you run it.

### Unlimited Emails

No charges for up to 100,000 contacts.

### SMS

Pay only for what you use.

### Ongoing Optimization

We take care of AB testing, content and creative.

### Support

Weekly reports, deliverability monitoring, post-onboarding check, Premium 24/5 technical support in your language.

### Contractual Commitment to Results

If you choose full automation and we run it for you, we commit to your business results. For real ROI.

# As Automated As You Want

With Probance Media & Publishing, you choose how you operate.

## We Run It

If you let us handle your platform, we make a commitment to your ROI in writing. You free up your time. We continue to optimize scenarios, and carry out A/B testing.

We can even provide content and creative for your newsletters, or you can keep control of these, and let us do the rest.

## You Run It

If you run it, you'll find your platform easy to manage with messaging templates, plus analytics such as scoring, KPIs, dashboards and reports.

Take full operational control of your scenarios and newsletters, and carry out your own A/B testing.

# Customer Journeys That Really Connect

Probance Media & Publishing starts with a set of 13 best-practice marketing scenarios that our experience tells us are top drivers of business. From there, you can create more by yourself, or with our help. And we continually optimize them, so you can speak to your customers as individuals. Getting you those solid results.

## Increase Monetization and Sales



### Basket Recovery

Recover lost revenue. Convert more potential subscribers or users of your service with relevance.



### Payment Card Expiration

Make managing subscriptions easier for customers. Use reminder sequences to ensure continuity of payments.



### Convert freemium to paid

Improve monetization of your services. Nurture casual users to paid users. Test and fine-tune the triggers and sequences you use.



### Storefront Up-Sell

Increase basket size. Present related offers based on predicted interest. Use Probance's next-best recommendation algorithms or combine them with your own business rules.



### Subscription Renewal

Increase renewal rate and reduce avoidable churn. Keep subscribers engaged. Use recommendation algorithms to optimize use of special offers and reduction codes.



### Up-Sell Subscription

Nurture your subscribers to the next level. Demonstrate how they are using your service. Automatically recommend offers and encourage referrals.



### Storefront Remarketing

Identify your visitors' individual interests based on their interactions. Recommend the most relevant offers or content from your storefront, CMS or even sponsored banners. Post-visit sequences can be fully configured and optimized using test-and-learn techniques.

## Subscriber engagement



### **Birthdays & Milestones**

Send marketing messages based on the customer's birthday or a relationship or contractual milestone. Use them to include personalized offers and discount codes.



### **Onboarding & Welcome Journeys**

Help new subscribers discover your brand and what you have to offer. Grow sales and reader engagement from day one. Probanca offers rich, fully-configurable sequences that you can test and optimize over time.



### **Reader Reactivation**

Keep readers and subscribers engaged. Automatically detect changed habits. Recommend content based on inferred interests.

## Delight your readers and shoppers



### **New Product Alerts**

Send automatic newsletters with new products and offers tailored to readers' and shoppers' individual predicted interests.



### **Price Change Alerts**

Automatically notify customers of price drops when they show recent interest (abandoned basket or navigation).

## Engage effortlessly over time



### **Fully-Automated, Personalized Daily, Weekly, or Monthly Newsletters\***

Automatically send newsletters highlighting new products, price drops, best sellers in the customer's predicted preferred categories. Everything is fully configurable and fully personalized based on recommendation algorithms and business rules. Results can be optimized using AB testing.

*\*You can step in and take control of newsletters if you choose*

# Universal Ecommerce and ERP Support



Bespoke CMS / ERP Integration

# Rolled-up Delivery to Give You More, In Less Time

Using our AI, we've automated the steps required to get a solution that's customized to your business and personalized for your customers. With our Customer Success team to pilot the process.

That means you get a full-powered marketing solution in radically less time, and **for a fraction of the cost** of equivalent campaign-management platforms. Here's what we do differently:

PHASE 1

## DEPLOY

We meet to understand your unique business and goals.

We capture all your customer and product data, and create a comprehensive data library.

Our AI analyzes all that data in just 36 hours. The start of the personalization process.

PHASE 2

## CUSTOMIZE

We configure your marketing scenarios or customer journeys, based on the results of our analysis.

We customize your interface to make it easy to read, and show you how it works.

PHASE 3

## OPTIMIZE

If you let us handle your platform, our data experts use AI to test and learn, and fine-tune your solution for optimal results.

Because we're so sure of our AI's ability to find the best timings, routes and content to boost your business, we guarantee performance in writing.

You don't have to do any integration or data preparation.

Your marketing solution is fully customized and delivering results in days, not months.

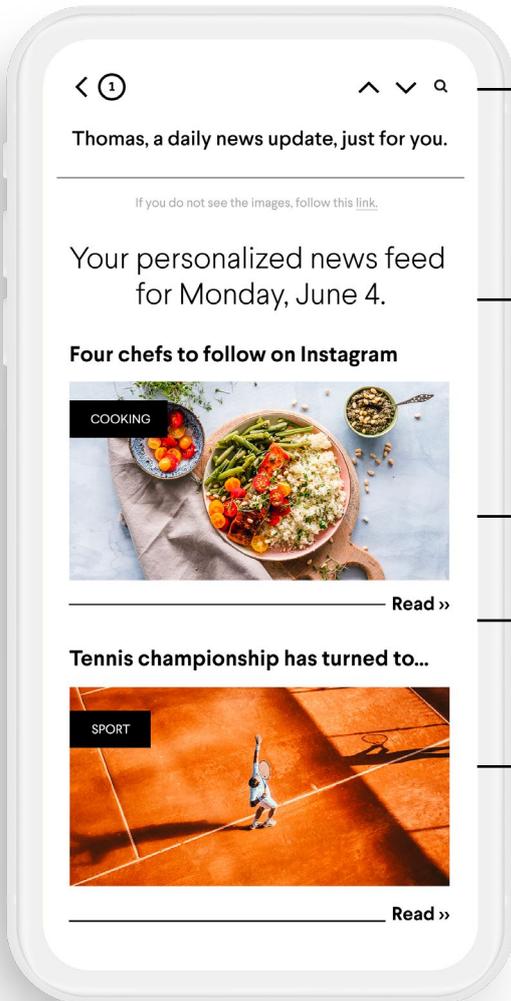
You're never alone.

You can also entrust us to take care of everything, saving you time as well as money.

You reap real ROI, faster.

# Details That Make the Difference

To a reader or subscriber it's simple - an sms reminder, a personalized product recommendation - and it definitely boosts sales. But it takes a lot of data and detail to get right. It also takes work to combine data and content from multiple sources, and design customer journeys to be effective. **The Probance AI handles everything**, delivering personalized marketing with measurable results.



Do you want to:

Increase traffic and engagement with your content? Automatically send newsletters with the preferred content for each subscriber?

Maximize subscription renewals and upsells? Send free articles /part articles that will interest the reader with a portion available on subscription?

Sell more from your webstore?

Provide that timely reminder that their payment card is expiring?

Trigger experiences throughout the customer lifecycle to increase their value over time?

Probance Media & Publishing automates it all with intelligence. It gives you the power of high-end, customized marketing software, for radically less cost.