

## CAPTURE AND RETAIN MORE SUBSCRIBERS WITH ZUORA



# REWRITE YOUR GROWTH STRATEGY

According to PwC, 2018 will be the year that revenue from digital products is expected to surpass 50% of total media revenue.

The modern-day consumer expects a personalized, engaging experience at any time, anywhere, on any device.

As a result, digital disruption has transformed the media and entertainment industry. Looking ahead, companies must experiment to find the right mix of digital offerings that capture and retain the consumer's attention.

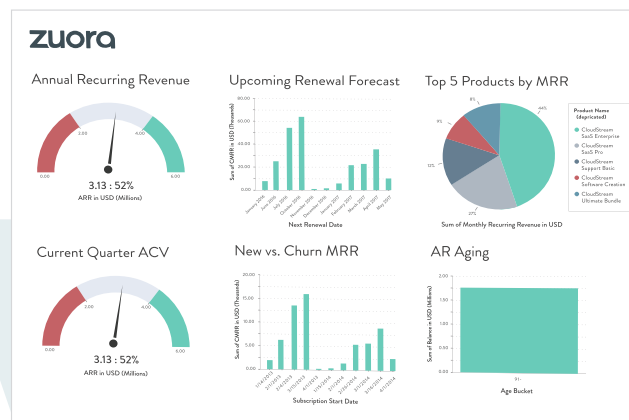
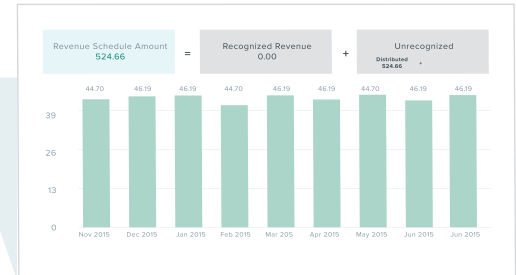
Zuora is a purpose-built subscription management platform that empowers companies to increase user acquisition, improve retention, and maximize customer lifetime value.

## ZUORA SITS BETWEEN YOUR CRM AND ERP TO ORCHESTRATE THE ENTIRE ORDER-TO-REVENUE PROCESS



## ZUORA IS THE ONLY SOLUTION THAT WAS PURPOSE-BUILT TO HELP YOUR BUSINESS ACQUIRE, MONETIZE, AND RETAIN SUBSCRIBERS

	Basic	Standard	Premium
Monthly price after free month ends on 10/28/18	\$7.99	\$10.99	\$13.99
HD available	×	✓	✓
Ultra HD available	×	×	✓
Screens you can watch on at the same time	1	2	4
Watch on your laptop, TV, phone and tablet	✓	✓	✓



### 1. Rapidly experiment with new pricing strategies

- Create new pricing plans in seconds
- Offer seasonal promotions and discounts
- Launch competitive consumption-based pricing

### 2. Tailor the subscriber experience and offer more choices

- Automate high volume billing and ASC 606 revenue recognition
- Intelligently retry failed payments
- Allow subscribers to pause and resume services

### 3. Make decisions based on customer-centric metrics

- Compute board-level KPI's like MRR, LTV, and Net Retention
- Identify new upsell and cross-sell opportunities
- Predict churn and tailor churn save strategies