



## Increase Circulation & Revenue

Create a subscription funnel that drives revenue to your bottom line.

**ONEcount** consolidates all customer touch points into a unified, identity-driven activation platform.

### THE ADVANTAGE

With ONEcount out of the box integrated tools, you can develop cross-silo segments and create business rules that deploy across multiple tactics—instantly.

### SOLUTIONS APPLIED

Seamlessly integrate data from your website forms, ESP's, web content paywalls, internal databases, third-party data, event registrations, and more to trigger advertisements, e-mail marketing to specific audience segments based on user behavior or characteristics.

Easily manage list segmentation with ONEcount's intelligent segmenting tools to add and remove users from audience segments based on rules you establish.

*Increased subscription revenue*

**\$400K**



### THE PROOF

Clients increase subscription revenue by consolidating visits across multiple devices and browsers.

Previously users out-smarted a publisher's gating solution by using multiple accounts, browsers and devices. After deploying ONEcount **persistent ID technology**, all user activities across devices and browsers were consolidated into a single, global profile—allowing the client to drive conversions faster.

Users were pushed to the paywall quicker, increasing one publisher's **subscription conversions by double digits**.



## Increase Lead Generation & Quality Reporting

ONEcount addresses two big challenges every lead generation program faces: identifying qualified respondents and capturing the lead data for advertisers.

The ONEcount solution: Target specific audiences that advertisers are trying to reach.

### ELIMINATE FORM ABANDONMENT

ONEcount continuously identifies your website visitors against opt-in audience segments. You can target specific users who your advertisers are trying to reach with offers via pop-ups, e-mails and banner campaigns.

If a user has been identified and their profile is in ONEcount, a click on the lead generation asset—whether it is a whitepaper, podcast or webinar—immediately takes them to the requested asset. No form required.

ONEcount's **progressive lookup** feature helps eliminate form abandonment by automatically pre-populating and entering quality lead data benefiting both the advertiser and end-user.

### THE ADVANTAGE

ONEcount allows you to target users who are likely to be interested in a lead generation asset, simplifying the identification steps for the user. The platform eliminates the friction often associated with lead gen campaigns, resulting in an average **lift in conversions of 32%**.



### THE SUCCESS

One publisher was able to **increase lead generation by 40%** by using pre-populated forms.

Consolidated audience data reduced user friction when required to register for an event or submit profile information. This significantly reduced the rate of form abandonment and built brand loyalty.

**32%  
LIFT** LEADS



## Membership Retention & Renewals

ONEcount combines your subscriber and member data along with all the other important user data in a single platform.

ONEcount can proactively warn users about upcoming expiration and renewal dates when they come to your web site.

### THE CHALLENGE

A big challenge in member retention and renewals is knowing an individual's subscription or membership status before expiring and matching those identified individuals online.

### SOLUTIONS & TACTICS APPLIED

Most publisher's renewal e-mail campaigns involve manipulating lists from various systems then, feeding them into your Marketing Automation, or E-Mail Service Provider (ESP) platform. The system works, but it's not ideal.

Because ONEcount is the only Customer Data Platform that includes real-time targeting, it can automatically deliver custom tactics based on a web visitor's subscription or membership status the first time they visit your site.

With ONEcount, you simply create an audience target such as, "Subscription to X expires in 60 days", or "Membership expires in 15 days", to determine what tactic would be used and deployed.



ONEcount's intelligent, machine-learning architecture constantly evaluates the member or subscription status of every web site visitor, and can trigger a banner, pop-up or e-mail depending on the user's status. It can even trigger a pop-up directing them to the renewal form to further simplify the process.

### THE RESULTS

One publisher increased renewal rates by 22% by simply deploying this tactic with the ONEcount platform.



## No Audience Too Small

An affordable & effective solution for **media companies of all sizes.**

Create smarter marketing programs, **maximize CPM's**, and increase lifetime value of every website visitor.

### A MISCONCEPTION

Many publishers with niche consumer interests or B2B audiences feel their content is too narrow to be able to segment and target their audiences.

### THE PROBLEM

Smaller audiences fall victim to list fatigue from frequent over-spraying of banner ad and e-mail campaigns.

Publishers want to maximize CPM, and to do so often involves serving the ad to the entire audience—even if it means targeting unqualified consumers.

### A SOLUTION

With **ONEcount** you can more effectively target the right readers or website visitors for every campaign by defining audience profiles using the platform's **List Wizard** and creating audience segments.

By targeting campaigns more effectively you can deliver better results without annoying readers. Best of all—a better user experience is delivered to readers.

**ONEcount** eliminates barriers to entry associated with gating or lead generation forms, making it easier for readers to respond to an advertiser's call to action. Deliver better results to advertisers with higher response rates.



### SUCCESS STORY

One publisher using ONEcount maximized their niche audience after deploying effective targeting tactics.

The publisher increased their click-thru rate on banners from **9% to 22%** to serve relevant ads to identified readers.



## Increase Response Rate with Better Targeting

Optimize campaign targeting to get higher response rates.

ONEcount customers target niche audiences based on user behavior, interests or demographics.

### CHALLENGE

Often a specialty or niche publisher will complain that their audience is too small that they don't have sufficient "critical mass" to justify targeting.

The idea of targeting a campaign at a subset of a small audience to get a higher response rate seems counter-intuitive, but it works.

### OPTIMIZE SEGMENTATION

Campaigns typically target users based on the type of content they are reading. This behavior-based targeting has value, but it's not the only way to target an audience.

When you know specific segment characteristics, like a job title or a hobby interest, that is worth more to an advertiser. By knowing who is more likely to respond to an offer, you can target that segment more heavily with a cross-tactic campaign, without diluting your available banner pool.

When banner ads are not targeted more impressions are required to finally reach people who are actually interested and convert.

ONEcount allows advertisers to reach qualified prospects more effectively. Specific targeting results in an increase in response rate.



### SUCCESS STORY

Similar to how advertisers shift ad spend around from channels that don't work to channels that do, publishers can shift campaigns around from audience segments who won't respond to those that will.

One publisher saw a **40% response increase** to their advertiser's campaigns after implementing effective targeting approaches.

"This is nothing more than shifting advertising dollars from readers who won't respond to readers who will."

-ONEcount Client



## Meter Content through Gating & Paywalls

Easily setup paywalls/gating rules for content, asset resources, paid products.

A frictionless experience increases conversions, leads and sales using ONEcount's identity technology.

### ACCESS MANAGEMENT

Powerful single and social sign-on capabilities allow users to quickly and securely login into account. Once logged in, a user can access all content across websites and account data from cross channels—and devices. ONEcount's cookie-less technology, device signatures and browser fingerprinting closes all user access loopholes.

Without the ONEcount solution, users have to sign-in to multiple accounts for different purposes, like to access: premium content (CMS), account information and billing (fulfillment vendor portal), or shopping (e-commerce).

ONEcount captures all of a user's accounts, including social logins, and consolidates them into a single user ID. Once the single user ID is created, the user is known as they move across devices or browsers.

### A BETTER USER EXPERIENCE

Using this capability is beneficial to both the publisher and their customers:

- 1 Users are able to easily access and modify their accounts in one single ecosystem.
- 2 Publishers get a holistic view of user behavior by tracking and collecting data across channels, properties and devices.



### END RESULT

A magazine publisher with 91 million annual web page views, deployed ONEcount's platform as a single sign-on, gating, and paywall solution. This created a seamless experience across their digital enterprise.

The publisher's new ability to more efficiently gate assets, learn about user behavior and optimize digital strategies resulted in significant revenue growth. New subscribers who were served the paywall converted at a rate of 30%.

"User level engagement data captured by ONEcount has been instrumental in decision making to lower the free article count based on user behavior."

—Director of Marketing & Ad Operations



## Identify without Gating

ONEcount is the only platform that deploys a seamless fabric of identity across your entire organization.

When users are identified on one channel, profile data can be activated across all other channels.

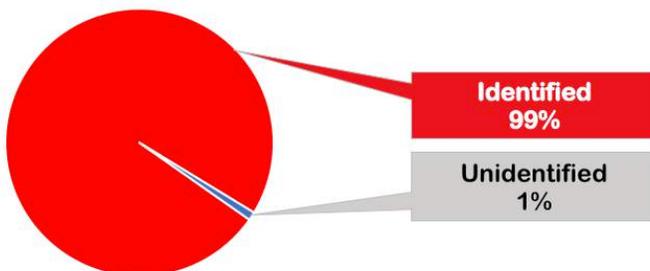
### THE ADVANTAGE

Most people think you have to gate content in order to find out who your web site visitors are. Not true, if you are using ONEcount.

### SOLUTIONS & TACTICS APPLIED

With ONEcount, once a user is identified they remain identified across all of that publisher's properties, whether the content is actually gated or not. If the user deletes their cookies or gets a new device, no problem. ONEcount will continue to track the person as an anonymous individual until it is able to identify them again. Once the user is re-identified all of that "anonymous" behavior is tied back to that user's identity.

This gives publishers the ability to use cross-tactic traffic drivers like e-mail, interstitials and banners to drive traffic to any web property, gated or not.



### END RESULT

One publisher using ONEcount was able to achieve a **99-percent identified** audience for a non-gated microsite.

Within ONEcount's **List Wizard** the publisher was able to curate the exact audience segment by demographics, key KPI's, content consumption and past behaviors. Then, they created targeted campaigns with relevant messages to their identified audience.

Imagine that! Nearly every visitor to the microsite was identified by the platform prior to accessing the site.





## Compete Effectively Against Google & Facebook

ONEcount levels the playing field by giving you the same set of highly-integrated tools that the Goliaths use—at a fraction of the price.

Reach the right audience.

### THE SITUATION

Publishers struggle in the digital advertising landscape, often complaining that they are competing for advertising revenue with Google, Facebook and other big ad networks.

Most ad networks have large audiences, but they are opaque systems that **don't have a strong ability to show results.**

### COMPETITIVE ADVANTAGES

Publishers using ONEcount, on the other hand, have two competitive advantages:

- 1 A strong, interested audience base.
- 2 A valued relationship with the reader.

Publishers are destinations for readers to get information and inspiration. Reader interests and behavior define their affinity classifications, creating context. Social networks and search engines are gateways to other things.

The context of readers gives publishers an edge to compete in the advertising sales realm. Adding ONEcount to your portfolio adds feature offerings advertisers increasingly seek.



“Today’s B2B media world runs on customer data, whether it’s used to target ads or customize email or generate leads, which means a CDP is not optional if you want to remain competitive...ONEcount gives us that advantage.”

-ONEcount Client