

## Scout Analytics – Maximizing the Lifetime Value of Subscribers

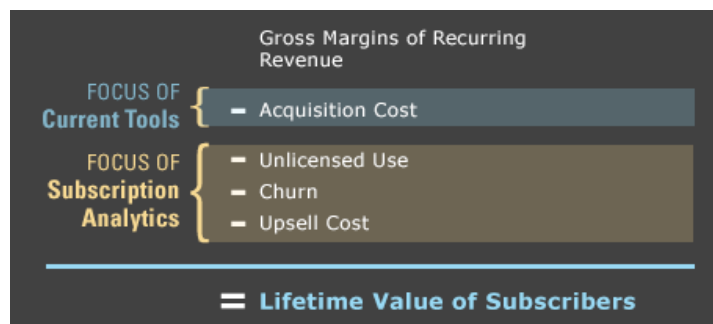
Online services now generate more than \$110B in revenue from subscriptions. This number is poised for growth with the move to software-as-a-service, limitations of the ad-only revenue model, and proliferation of mobile devices. The winners in this market will maximize the profitability of each subscriber by lowering acquisition costs, eliminating unlicensed use, preventing churn, and growing revenues from up-sells. And while there are a broad set of tools focused on acquiring new subscriber, online services leave billions of revenue opportunities untapped because of the lack of tools to find and monetize demand.

**Scout Analytics is a new software-as-a-service (SaaS) subscription analytics solution that provides deep insight into the access and usage patterns of subscribers, enabling online service providers to identify and target the best revenue opportunities in their customer base.**

### Optimize Revenue Potential

While most marketing and sales automation tools focus on reducing acquisition costs, Scout Analytics focuses on optimizing revenue throughout the lifetime of a subscription by reducing unlicensed use, churn and upsell costs.

Taking the lead from the advanced web analytics and recommendation engines of e-commerce sites, subscription analytics offers online service providers their own tools to translate insight from the behaviors of subscribers into personalized communications, promotions and recommendations.



### Maximize Sales Productivity

While some service providers have built custom solutions, they are limited, leaving sales organizations to rely on their own intuition and experience to find revenue opportunities. By systematically providing predictive, prioritized subscriber interactions, Scout Analytics allows sales teams to focus on higher return revenue opportunities. Account managers and executives can now easily identify, analyze and monetize demand, maximizing the revenue opportunities within their existing subscriber base including monetizing unlicensed use, preventing customer churn, and recommending the right up-sell to the right subscriber.

#### National Business Information Provider

Total Accounts	11,958
Percentage Shared	16.7%
MRR per Account	\$49
Revenue Potential	\$700k-\$1.2M/year

## Purpose Built for Revenue Optimization

At the center of Scout Analytics is the Scout Analytics Platform which aggregates behavior and links it to individual identities, building a unique understanding of the online activities and interests of each of its subscribers. Only the Scout Analytics Platform captures more than 200 parameters associated with subscriber access and usage, enabling online services to aggregate, analyze and act upon untapped revenue opportunities.

### AGGREGATE:

**Session Data Store** Transparently monitors sessions and aggregates more than 200 parameters associated with a subscriber's access and usage, including device, location, identity, and content without impacting the subscriber's experience.

### ANALYZE:

**Pattern Resolver** Continuously analyzes the session data to identify access and usage patterns that match specific revenue opportunity profiles.

### ACT:

**Interaction Manager** Enables providers to create automated business workflows that act on identified revenue opportunities by initiating communications and account management functions.

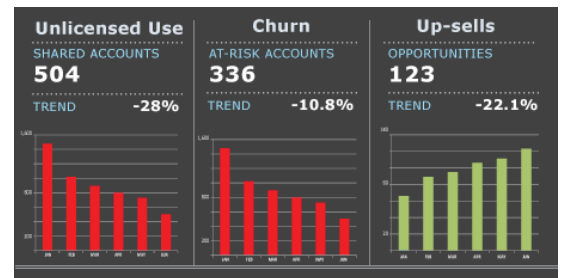
#### To get started, simply contact a Scout Analytics representative.

Within a few days we can configure Scout for your site, giving you and your team new insights into your online services. With the evidence gathered, we are confident you will soon be making decisions that allow you to maximize the lifetime value of your subscribers—optimizing revenue from your existing subscriber base.

For more information visit:  
[www.scoutanalytics.com](http://www.scoutanalytics.com)  
or call 425.649.1100

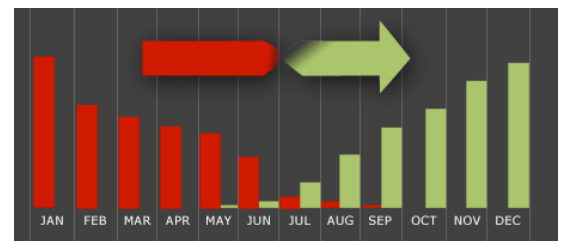
## Maximizing Every Stage of the Subscriber Lifecycle

Scout Analytics Applications help online service providers maximize revenue at every stage of the subscriber lifecycle.



### Scout Revenue Assurance

Identifies latent subscriber demand and monetizes its revenue potential. By providing deep insight into account access and usage, Scout Revenue Assurance automates business rules to remediate account sharing and recover unrealized revenue.



### Scout Revenue Retention

Identifies access and usage patterns indicative of subscriber churn. The solution looks for new subscribers that are not reaching important adoption levels; existing subscribers that have a drop in their utilization; and upcoming renewals that have unusual activity such as excessive data downloads. Scout Revenue Retention provides promotions, education, and support to increase utilization and value of the service and prevent anticipated churn.

### Scout Revenue Expansion

Optimizes revenue by identifying subscribers who would most benefit from up-sell promotions. The solution identifies usage patterns of highly active subscribers and identifies up-sell opportunities by correlating roles, industry, geography, and previously usage. Scout Revenue Expansion provides recommendations and promotions to increase utilization and up-sell revenue.

