

# Grow Your Subscription Audience and Revenue With Confidence

Built for professional media, publishers, and content creators to accelerate subscriptions and deepen relationships



# The forces shaping the professional media world

Disruptive forces continue to create challenges and opportunities for media businesses and their leaders. The proliferation of content creators battling for attention, changing audience preferences, consumer privacy legislation, and the reliance on first-party data to understand audience behaviors and needs have led leaders to renew their focus on retaining and growing their most critical asset—their audience—to increase revenue and margins.

But as professional media, publishers, and content creators work towards retaining and growing their audience and subscribers, they realize their siloed databases prevent them from getting an accurate view of their audience. This leaves them struggling to convert unknowns to knowns and meet their audience's expectations for personalized experiences in order to accelerate their subscription business.

## State of today's media and audience businesses

In fact, according to Omeda's 2024 State of Audience Report:

# 70%

of respondents say audience growth is their top priority in the coming year

# 85%

of respondents said they don't have the right technology to reach their audience goals.



61% of respondents said that unknown-to-known conversion was one of their biggest challenges—the top issue among all respondents.

[Get the Report](#)



# Why modern media need an integrated subscription management solution

As today's media businesses compete in a crowded marketplace for audience time and attention, they must meet the growing expectations of consumers and professionals for relevant experiences across channels. If they don't consistently deliver thoughtful content and communications, subscribers move on, losing revenue and audience.

While traditional subscription management solutions help to manage subscriber databases, they lack the integrated platform, tools, and expertise needed to grow subscribers, deliver consistent and personalized experiences across multiple channels, and effectively offer other relevant products and services to maximize value.

Instead, modern media need an audience subscription management solution with integrated tools to gain a holistic view of their audience, activate meaningful and relevant experiences, and cross-sell or upsell engaged subscribers to increase lifetime value and grow their business.

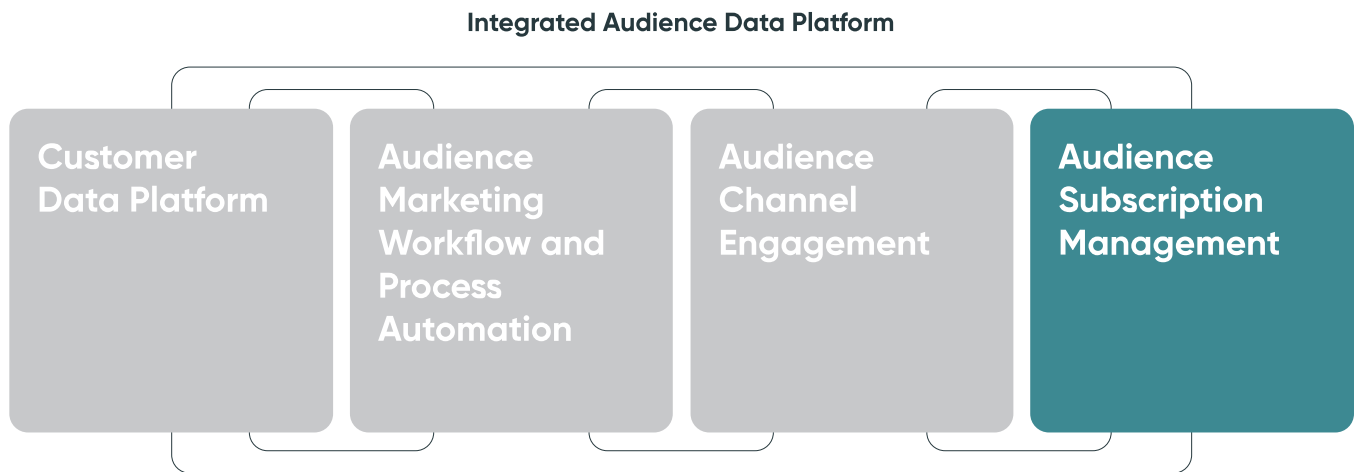
An integrated subscription management solution enables these modern media requirements and use cases:

- **Aid anonymous conversions.** Grow your subscriber base using customizable paywalls, content gates, metering, or progressive profiling to convert unknown audiences to registered users or subscribers
- **Personalizes audience journeys and experiences across channels.** Grow and retain your audience by leveraging the power of your first-party data and subscriber data to individualize audience journeys and experiences across all your touchpoints and channels
- **Cross-sell or up-sell relevant offerings.** Increase audience engagement and value by offering relevant other relevant products, events, or services to your audience
- **Automate subscription renewals and invoices.** Ensure you retain your audience with automated workflows and tools to send invoices and renew subscriptions



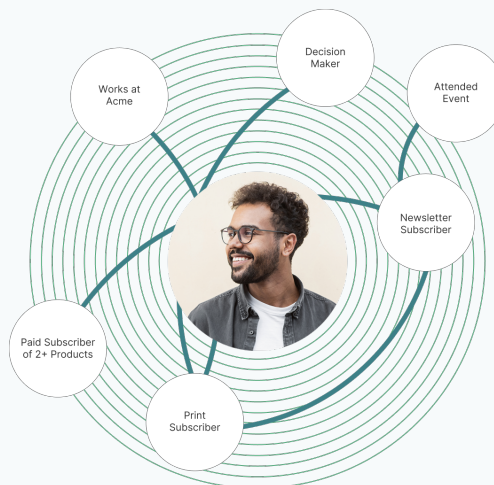
# Manage and grow your subscription business

Omeda's Audience Subscription Management—a component of its integrated audience data platform—aggregates siloed subscription data into a single command-and-control center to create thoughtful, relevant journeys that convert unknown to known, deepen relationships, and increase lifetime value and subscription revenue.



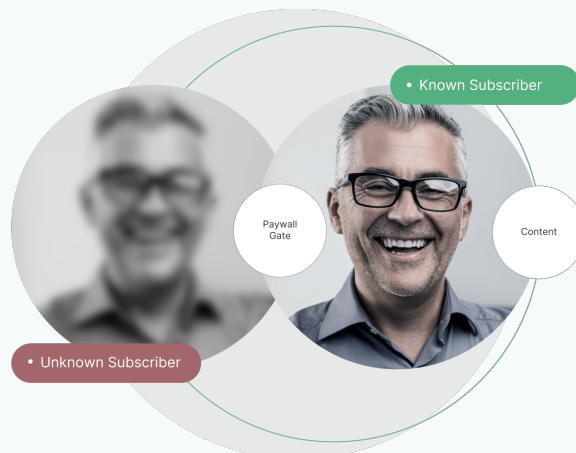
## Own, Manage, and Activate Your Subscription Data

Aggregate and manage your most critical asset—your audience—from a single command-and-control center to get a clear view of your audience and active subscribers, deepen relationships, and launch relevant activations.



## Convert Unknown Audiences to Known Subscribers

Know who you know, and know who you don't know. Dynamically identify known from unknown audiences so you can collect privacy-compliant data and create thoughtful, relevant experiences that drive unknown-to-known conversions and deepen engaged audience relationships.



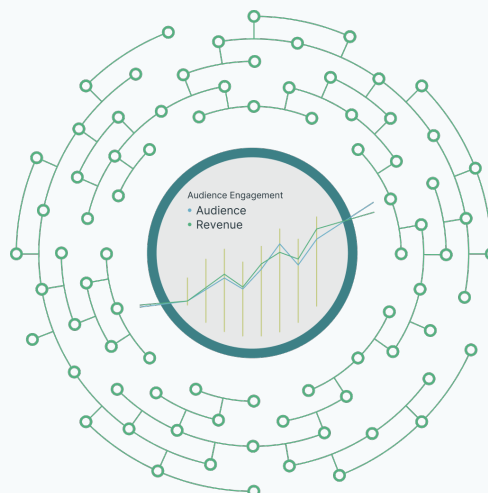
## Fulfill Digital and Print Subscriptions

Ensure your subscribers get what they paid for. Omeda automatically fulfills print subscriptions and authenticates digital subscriptions and entitlements on your website to verify and manage digital subscribers.



## Automate Billing, Invoices, Renewals, and Payment Management

Get paid on time, every time. Increase efficiency while preventing lapses with automated billing, invoices, renewals, and payment management.



## Customize Paywalls, Registration, Content Gates, and Progressive Profiling

Create a clear path to becoming a subscriber. Create and customize paywalls, registrations, content gates, and progressive profiling to convert unknown visitors and engage existing community members. Cross-sell and upsell higher-value subscriptions to increase revenue.



# Key features to grow, manage, and retain your subscription business

Multi-product management and subscriptions

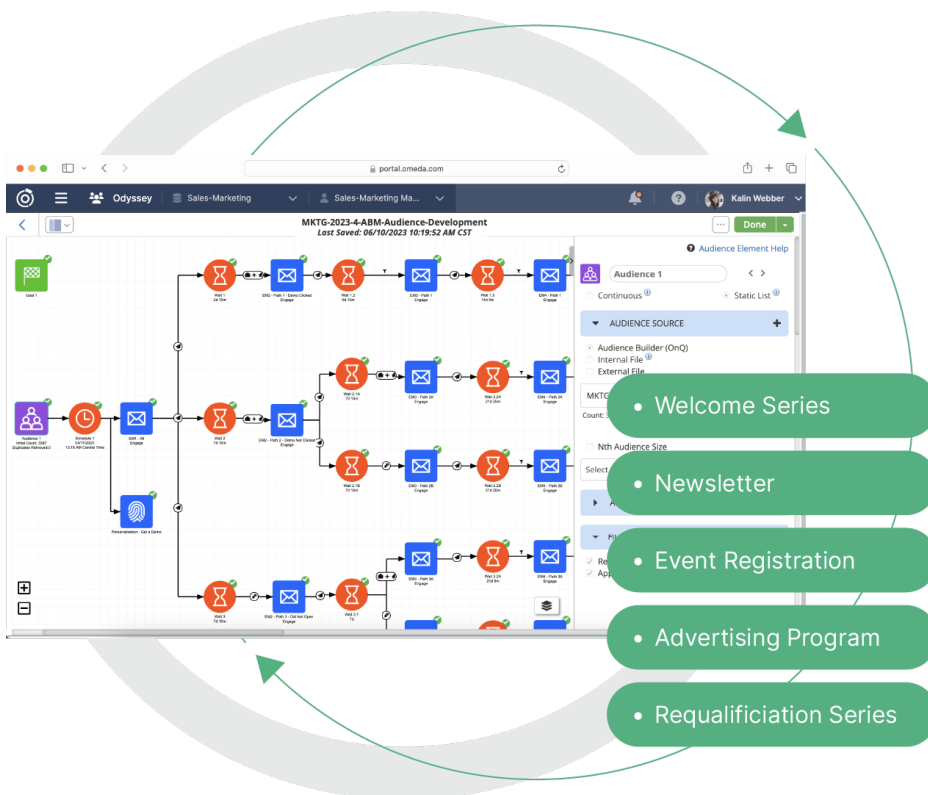
Subscriber segmentation

Dynamic campaign pricing

Automated billing, invoice, payment, renewals, and fulfillment

Paywall, registration, and content gates

Progressive profiling



# Grow your relationships and revenue with integrated subscription management

With 470,000 registered readers across 13 brands, Sosland Publishing was managing its subscription business with spreadsheets, Outlook, and manual processes. The Sosland team couldn't access valuable insights on their audience's interests, newsletter engagement, or deliverability. They also lacked the tools to automate and personalize subscriber communications, cross-sell messaging, and renewal notifications.

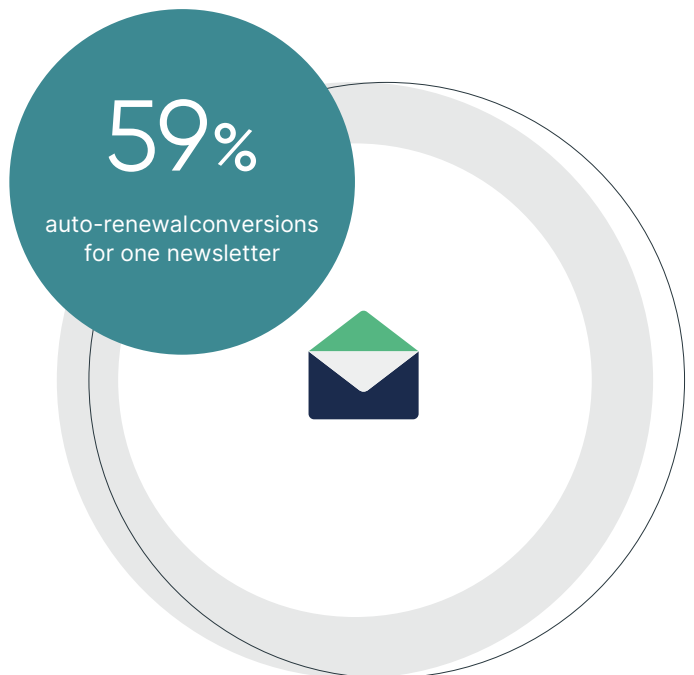
## Enter Omeda's Audience Subscription Management.

Sosland Publishing consolidated its subscriber data and used the professional tools within the Omeda platform to send newsletters to paid subscribers, track engagement, and create auto-renewal email notifications to deepen individual relationships.



We knew we should automate many processes to make our lives easier. But we didn't know that we'd also be growing our subscriber base and our revenue because now we're able to provide a more consistent and relevant experience to our subscribers using the data and technology from Omeda.

Name Here  
Title Here,  
Sosland Publishing



Take charge of your subscribers and your revenue. Get started with a consultation.

Get a Demo





## About Omeda

Omeda is a SaaS provider delivering the platform and expertise required to maximize the value of media and publishing businesses' most critical asset — their audience. The platform of choice for B2B and B2C professionals, Omeda's integrated solution, which includes a customer data platform, workflow automation, email automation, and subscription management, provides the professional tools and controls required to maximize a media business' diverse revenue streams, power 24/7 audience development, and orchestrate precise targeting for measurable results. Our platform is built by passionate audience pros, workflow masters, and data nerds who partner with our customers to grow and thrive in a disruptive media world.

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