

Media Cloud Audiences offers two different solutions to help better knowing your audience, to motivate their loyalty through push notifications and to manage digital subscriptions



Smart analytics



Push notifications



Dynamic paywall



Subscription management



This analytics tool and push notifications sending tool helps you to know your readers' habits, follow the results of each content in real time, and motivate your audience's reading habits.

Push Notifications to build audience loyalty

Traffic Push notifications are an assured traffic source. Send your readers a notification of your content, which will arrive on the screens of their devices from which they can click to access the full content.

Engagement Select the right content for your readers in your CMS and create loyalty among your audience by motivating their interest and creating a reading habit.

Real-time monitoring of your readers' data

Tracking Know in real time and through simple graphics to interpret the most useful data about your content and your readers' activities.

KPIs Identify the data that most interests you: track by sections, metadata or authors, difference between visits and real readings, actual data per page or per article.

Added value customizing each user's experience

Customized Registered users can provide information about their interests: favorite topics, categories, authors or geographic location, and track the type of content they have selected.

Artificial Intelligence With all the information, the Artificial Intelligence engine personalizes each user's experience, recommending content.

The digital subscription tool facilitates the configuration of different types of paywalls and options that motivate the subscription (monthly or annual, automatic or manual renewal, free trials or promotions). This also includes invoicing to streamline the management of the complete process.



Offer and manage digital subscriptions

Subscribers Offer the reader all kinds of support that motivate their decision: multi-language interface, annual or monthly subscription, automatic or manual renewal, different payment methods, free trials, promotions and discount vouchers.

Monetization The system offers different types of subscriptions to select the one that is best adapted to your business strategy: hard, dynamic, metered or freemium paywall.

Invoicing By also including the invoicing, the entire process of subscriptions is collected in a single tool, and its management is streamlined and simplified.

MediaCloud The most complete suite of cloud solutions for the media.

Benefits



- ✓ Quick and easy
- ✓ Technological strength
- ✓ Safety assurance
- ✓ 24/7 Support
- ✓ Cost per use
- ✓ Updates and maintenance

Perfect for



- ✓ Teleworking
- ✓ Growing teams
- ✓ Between 5 and 40 users

