

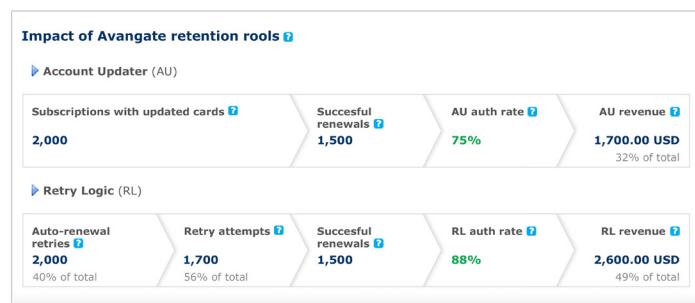
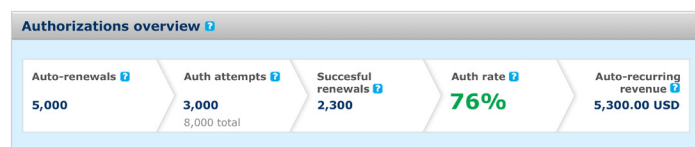


# Revenue Recovery Tools



## Maximize Recurring Revenues with Industry-leading Authorization and Retention Tools

Every year, cloud software and online services companies lose millions of dollars in potential recurring revenue to customer churn. While reducing churn is mission one for any subscription-based business, most retention strategies neglect one of the biggest and most recoverable causes of lost recurring revenue: failed credit card payment authorizations



With more than one out of every six card transactions failing for one reason or another, implementing strategies to reduce and/or recover declined authorizations is one of the best investments any recurring-revenue based business can make. Just as there are many reasons for payments to fail, there are numerous ways to prevent and recover them.

The most successful retention strategies use many of these tactics simultaneously, and advanced tracking and analytical tools to monitor and optimize the results.

Avangate provides recurring-revenue based businesses with a comprehensive suite of revenue recovery tools, as well as the expertise and guidance to tailor and fine-tune your strategy to achieve industry-high revenue loss prevention and revenue recapture rates.

## Avangate Revenue Recovery Tools



### Prevent Payment Failures Before They Happen.

Intelligent Payment Routing enables you to match or route card transactions to the payment gateways best equipped to handle them and retry authorizations using a failover or back-up gateway.

- Provide automatic support for switching and optimization between multiple payment processors around the world.
- Increase conversion rates.
- Reduce the volume of unfinished payments.
- Shift riskier transactions to secondary gateways to protect relationships with primary providers.



### Ensure Billing Continuity for Active Subscriptions.

Account Updater Service enables you to automatically update subscription customer card data when cardholder information changes or goes out of date.

- Salvage over 90% of otherwise unusable cards used for recurring billing.
- Seamlessly update state (out of date) credit/card accounts.
- Increase retention by up to 40%.
- Increase customer loyalty by eliminating service disruption.



### Increase Authorization Rates for Expired Cards

Expired Card Handling enables you to identify and update expired cards for increased authorization rates

- Automatically extend the expiration date for subscribers' debit and credit cards.
- Combine with Configurable Retry Logic to realize 40-50% authorization rates for expired cards.



## Minimize Failures and Increase Recovery Rate

Configurable Retry Logic enables you automatically recover payments for soft card declines.

- Recover up to 20% of failed transactions due to soft declines.
- Combine with Expired Card Handling to minimize failures.



## Monitor and Optimize Retention Strategies to Recover More Revenue

Use our Authorization and Revenue Recovery Dashboard to monitor the impact of your recovery strategies and use the insight to adjust and optimize your tactics to reduce churn and recapture more revenue.

- Gain unmatched transparency and visibility into subscription renewals and recurring billing.
- Access extensive authorization data to optimize retention strategies.
- Gain granular-level insight at the subscription level into the activities of the Retry Logic and Account Updater tools.
- Take advantage of data portability to support third-party marketing and retention campaigns.

## About Avangate

Avangate is the leading digital commerce provider, enabling software, SaaS, and online services companies to service their customers across all touchpoints, simplify and scale their subscription business, and enable smarter payments to profitably grow and disrupt new markets worldwide. Specifically designed for the services economy, Avangate's scalable and comprehensive solutions include a modular and secure eCommerce platform, a flexible subscription billing engine, a channel partner order and revenue management solution, integrated global payments, as well as a constantly expanding worldwide digital affiliate network.

Find out how we can help your company sell more software and online services worldwide.

### Corporate - US Office

900 Island Drive, Suite 203,  
Redwood City, CA 94065

Tel: (650) 249-5280

### Headquarters - Dutch Office

Prins Hendriklaan 26 II,  
1075 BD Amsterdam, The Netherlands

Tel: +31 20 890 8080

### Operational - Romanian Office

Blvd. Dimitrie Pompei 10A  
Conect Building, Bucharest, Romania

Tel: +40 31 710 1610