

## Gain new subscribers any time - anywhere.

Subscriptions lets you develop an ongoing relationship with your users. Mobile users subscribe directly within an app to open new revenue sources for publishers.

### Benefits

- **Subscription Management** - Manage, verify, and track subscriptions to your content. Users are tied to email addresses so they can recover content later. This is a simple turnkey user-management layer that sits on top of in-app purchase.
- **Extend Content Value** - Allow access to content behind firewalls, like back issues and articles from your app, with one click.
- **Security** - Includes multiple levels of fraud protection
- **Easy Integration** - Use our bundled libraries to easily integrate subscriptions into your mobile app. Full compliance with iOS Terms of service.



Subscriptions allows you to open new revenue streams.

### How It Works

Once your customer has downloaded your mobile app, they can subscribe to your content through a simple in-app purchase. We create that user in our system and present your application with a user ID and password for use by that user to retrieve messages, buy subscriptions, and access content. You create subscription content with a go-live date and when that date comes around, every user with an active subscription will receive that piece of content. Optionally, a Push notification or Rich Push message lets them know that new content is available. You can also set subscription content to be the default content for subscribers.