

The Subscription Management Module provides full-featured and flexible management of your subscription program. You can track subscriptions to any number of publications, allow a variety of pricing packages, track your liability at any time, and deal quickly with cancellations, claims, and other subscriber requests.



### **New Subscription Setup**

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- Allows multiple subscriptions per customer.
- Unlimited user-defined subscription terms and pricing packages.
- Allows unlimited user-defined subscription types, such as complimentary, exchange, gift, etc.
- Tracks three separate parties to expedite handling of gift, commercial, or agent subscriptions: the recipient receives the subscription mailing; the orderer gets the acknowledgment), and the payer gets the invoice.
- New subscriptions may be delayed until a customer-requested start date.
- Subscription order entry can be fully integrated into the Order Entry package so they may be entered along with non-subscription publications.



### **Circulation Mailing**

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- Processes mailing labels with user-definable keyfields, such as expiration of subscription and/or membership. Any field in database may be designated.
- Print your own labels or create a file for electronic transfer to your mailhouse.
- Barcodes may be included on mailing labels.
- User can create special enclosure Merge letters.
- Separate US and Foreign mailings into separate mail files.
- Mail initial issue immediately from your mailroom.



## Renewal Notices & Invoicing

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The system prints renewal notices automatically to those due to renew their subscriptions, and automatically excludes those who have already renewed.

- User can define the billing lead period - the number of months prior to expiration that billing will begin - as well as the grace period after the subscription has lapsed.
- Multiple address storage allows for automatic bill-to and ship-to separation, as well the ability to ship to multiple addresses.
- The renewal notice displays user-controlled text.
- Periodic invoices can be sent to all active subscribers who opted to be billed and have not yet paid.
- The module is of course fully integrated with the Accounts Receivable Module for payment processing, financial reporting, and account adjustments.



## Reporting

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- Use the **MEMBERS ONLY QUERY** Sort and select subscribers by any combination of criteria, (including expiration dates and subscriber type) and issue those results as **labels, reports or word processing merges**.
- Monthly subscription report itemizes number of issues sold to subscribers, number of new subscribers, number of subscription renewals, and number of lapsed subscribers, both in count and dollars.
- **Mailing statistics report** provides a breakdown of each mailing by delivery means and postal zone



## Marketing Support

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- Track origin of subscriptions via user-maintained **source code**.
- Offers selective purge for duplicate records.
- Developing Marketing Prospect Lists: Each record is automatically flagged once it becomes a subscriber to any publication. The user can therefore ask to see all records not on these lists, or may generate a random sample of that subset. The system automatically checks and updates conflicting addresses, and excludes any records, which have become subscribers since the list was last run. Reports/Labels/WP Merges of these records may, of course be generated.