

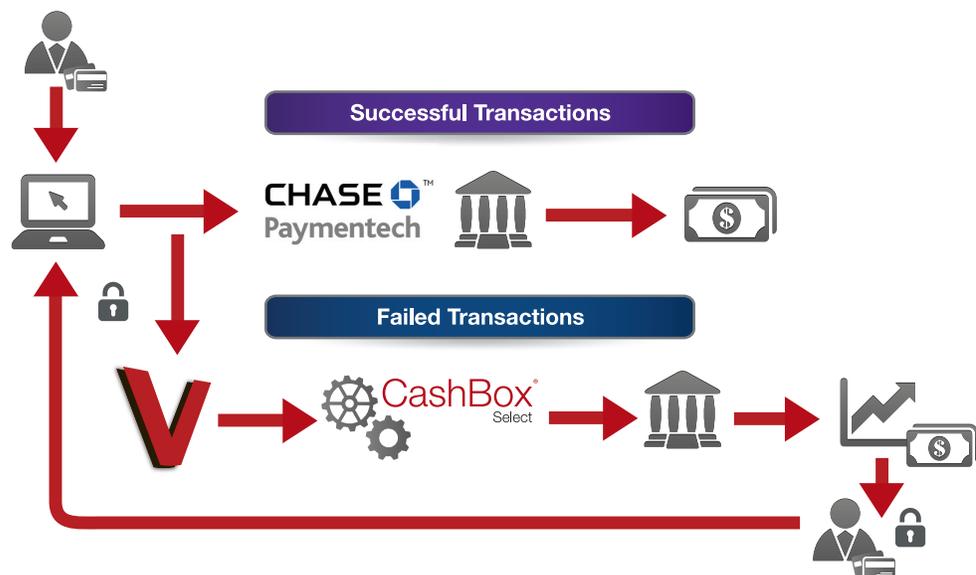
Vindicia CashBox Select

In the Digital Economy every online merchant is constantly looking for ways to increase revenue, improve customer retention, and expand customer lifetimes. Even the best digital businesses lose 5-10% of online revenue due to passive churn for reasons that are beyond their control.

Vindicia® CashBox® Select™ focuses solely on successfully capturing the most challenging customer transactions, further maximizing revenue and extending customer lifetime values. The technology and best practices employed by CashBox Select increase our clients' top-line revenue without the need to change their current billing infrastructure. The vast amount of empirical data from our client network representing over \$4B in transactions, 120M user accounts and 80M credit cards provides CashBox Select with vital insight to capture these challenging transactions.

The patent-pending ART™ technology in CashBox Select utilizes newly discovered logic to process a client's unsuccessful transactions. It identifies which transactions to retry and leverages the Vindicia Digital Client Network to evaluate which transactions will be successfully captured. The ART technology augments a Digital Businesses' current billing infrastructure and has been shown to provide a revenue uplift of 30%-40% when employed across these previously unsuccessful transactions. The result is captured revenue that would have otherwise been lost and a retained customer that likely will continue to be a subscriber for months or years longer.

The diagram below shows the transaction flow of successful transactions as well as initially unsuccessful transactions that CashBox Select turns into successful transactions at a 30-40% rate for some of the largest digital merchants. Vindicia's patent-pending ART technology now offers merchants the ability to capture transactions they have not been able to capture until now.



How

Vindicia identifies which transactions to target with CashBox Select using a variety of factors including:

- ▶ Transaction history across the entire Vindicia network
- ▶ Transaction history across clients in similar industries
- ▶ Client's successful and failed transaction activity
- ▶ Reason codes of failed transactions

Benefits

- ▶ Increased revenue
- ▶ Higher Customer Lifetime Values
- ▶ Constant insight from Vindicia network effect

Features

- ▶ ART technology
- ▶ Reporting
- ▶ Chargeback Management

For more information please go to info.vindicia.com/CashBox-Select.html

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About Vindicia

Vindicia is the leader in marketing and selling automation for the Digital Economy, managing 120 million customer accounts on behalf of its clients. Vindicia has processed U.S. \$4 billion in global revenues for clients through its CashBox solution. Its integrated marketing capabilities generated nearly U.S. \$75 million in annual incremental revenue. Clients include Activision Blizzard, Bloomberg, Encyclopaedia Britannica, Groundspeak, Intuit, Mind Candy, Next Issue Media, Pearson and Vimeo. To learn more, please visit www.vindicia.com or connect with us on Twitter (@vindicia), Facebook or blog.vindicia.com.

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