Your business is our business.

Leading digital goods and services companies rely on cleverbridge's **ecommerce and subscription billing solutions** to deliver the best customer experience, grow their subscriber base and maximize revenue.

Why cleverbridge?

We move fast, integrate seamlessly and manage expensive, risky and time-consuming tasks for your business — like subscriber management, payment processing and global compliance with ever-changing regulations around taxation, data privacy and security.

**What else makes us different?**

- Rapid integration and time-to-market
- Flexible platform and robust set of APIs
- Consultative support from a team of experts
- Support for a variety of pricing models, billing scenarios and payment methods
- Comprehensive set of professional services
- Sophisticated fraud prevention technology
With our robust suite of APIs, we integrate seamlessly with your business systems and data sources so you can manage your online sales program down to the very last detail. Configure pricing, manage renewals, define custom messaging for key subscription events, maintain global compliance and more with a solution that's built with your growing business — and your growing customer base — in mind.

Manage Your Digital Business

Integration
Subscription Management
Customer Data Management
Customer Lifecycle Marketing
Global Compliance
Customer Self-Service
Subscription Management Capabilities

Integration

Your business is a bustling ecosystem of digital platforms and activities. Using APIs, we synchronize data from your CRM, ERP, web analytics, marketing automation tool and more. And our technical expertise lets us accomplish full integration in a matter of weeks, not months.

Subscription Management

Our solution provides you with total flexibility and control over all aspects of your subscription business, including:

- Configuring fixed, term, tiered or usage-based pricing – or any custom combination thereof
- Managing upgrades/downgrades, cross-sells and promotions
- Leveraging automated or manual renewal options
- Offering relevant languages, currencies and payment methods

Customer Data Management

Every customer interacts with your business differently, and you use many different tools to follow along with their experience. Through ongoing API calls, we make it easy to identify the same customer across your business systems. Our platform integrates with your existing systems and data sources for a real-time, holistic overview of customer behavior.

Customer Lifecycle Marketing

We let you effectively communicate with customers during key subscription events like signup, trial expiration, payment method expiration and renewal – via email, banner ads, SMS messages and more. Using advanced logic, you can easily define criteria for triggering customer-specific messaging that drives renewals, reduces churn and maximizes revenue.
Regulations related to taxation, data privacy and security get more complicated as you expand globally, and fines for noncompliance can hit your business where it hurts. With dedicated resources and decades of experience in mitigating risk and maintaining global compliance, we manage it all so you don’t have to.

We maintain certification with the following through regular scans, audits and third party assurance reports:

- ISAE 3402
- TRUSTe
- PCI DSS

Decrease customer contacts and free up valuable support resources by letting your customers update their personal, payment and plan details through My Account functionality.

Offering customer self-service empowers users to:

- Update or change personal data
- Upgrade or downgrade licenses
- Manage renewals
- Preview invoices
- Modify subscription plans
- Change payment information
- Locate technical support resources
- View personalized content

World-Class Customer Support

Our highly trained team speaks seven languages and provides personalized phone and email support for issues around payments, renewals, entitlement, activation, refunds and more.
Monetize Your Offerings Effectively

The health of your online sales program depends on collecting payments accurately and on a timely basis — in other words: knowing who to bill, for how much and via which payment method. We help you manage all of the complexities associated with different pricing models, billing scenarios and payment methods so can you maximize recurring revenue for your business.

- Billing & Invoicing
- Revenue Retention
- Taxation
- Payment Processing
- Fraud Prevention
Subscription Monetization Capabilities

Billing & Invoicing

Our platform makes it easy to manage complex billing scenarios — including prorated amounts for partial term billing events, coterminous billing and billing in arrears — as well as both automated and manual renewals. We also ensure you bill accurately for accurately for term, tiered and usage-based subscriptions.

Revenue Retention

When a subscription comes up for renewal, the credit card on file may no longer be valid for a variety of reasons. It may have expired or was replaced due to loss or theft. Our revenue retention tools help reduce churn resulting from outdated credit cards with a proven multi-step approach that automatically updates credit card information without requiring customer intervention.

Taxation

To sell around the globe, you need to stay on top of sales tax and VAT regulations. We monitor and comply with complex global taxation requirements — in addition to calculating, applying, displaying, collecting and remitting taxes on your behalf.
Subscription Monetization Capabilities

## Payment Processing

You can rely on cleverbridge as your **merchant of record** — a true partner that handles every aspect of global payment processing from securely and accurately collecting payments to issuing refunds, defending against chargebacks, recording and reconciling your transaction data, and managing currency exchange.

We act as your merchant of record by:

- Managing relationships with global payment service providers, minimizing costs for foreign billing events
- Maintaining strict compliance with PCI DSS standards
- Monitoring ever-changing global taxation requirements
- Complying with country-specific payment legislation

## Fraud Prevention

With a one-two punch of leading automatic screening technology and expert fraud analysts, we review every single charge – seven days a week, 365 days a year. By identifying and processing more valid orders up front, we increase service speed and customer satisfaction while proactively protecting your revenue.

With our advanced fraud team and technology, we:

- Review all charges with leading screening technology
- Flag orders that require manual review by highly-trained analysts
- Identify fraud patterns specific to your business and update your anti-fraud algorithms
- Respond to chargebacks while actively reducing the amount of charges disputed later on
Optimize Revenue Streams

Your digital business must constantly be evolving in order to keep up with the new ways your customers prefer to shop for and access your offering. We identify opportunities for simplifying signup and renewals, streamlining billing events and reducing churn — and then we help you put concrete optimization efforts in place.

- Localization
- Reporting & Analytics
- Testing & Optimization
- Client Success Management
- Email Marketing
- Affiliate Management
Subscription Optimization Capabilities

Localization

When you leverage our extensive portfolio of **30 languages**, **60 currencies** and **48 payment methods** to provide users with a highly localized online experience, you increase the likelihood that those customers convert — which increases your recurring revenue. You can also automatically calculate and apply regional taxes and define optimized pricing for each market.

Japan Managed Services

We provide the full range of services needed to optimize your subscription offering and website for the Japanese market.

- Test your product in all native Japanese environments
- Create marketing strategies for SEO/SEM, affiliates & ad networks
- Provide post-purchase technical support and installation
- Supply a local liaison in Japan (phone line, .jp domain, address)

Reporting & Analytics

Advanced subscription reporting is critical for understanding and growing your recurring revenue. Get access to up-to-date reports and cohort analysis so you can quickly analyze trends, measure customer satisfaction and identify opportunities for optimization. cleverbridge partners with **ChartMogul** — a real-time reporting and analytics tool built specifically for subscription businesses.

Track and analyze key subscription metrics like:

- Recurring revenue by month or year (MRR/ARR)
- Average revenue per customer (ARPC) & sale price (ASP)
- Renewal rate, churn rate and attrition
- Customer lifetime value (CLV)
- Customer acquisition costs (CAC)
- Cohort analysis
Subscription Optimization Capabilities

Testing & Optimization
Take the guesswork out of your optimization efforts with hard data derived from integrated testing and cohort analysis. By experimenting with different plan and pricing configurations, you can optimize signups, renewals and promotions. And our experts will help you develop testing strategies, analyze results and put the right optimization efforts in place.

Client Success Management
Join forces with a team of ecommerce and subscription billing experts committed to your success. Our Client Success Managers work with you as an extension of your team, providing ongoing consultation, best practices and optimization efforts. The result is more revenue, less churn and a better online experience for your customers.

Email Marketing
Email marketing is a proven recurring revenue generator, and we help you leverage it. We deliver a customized program that uses email marketing campaigns to maximize free trial conversions, signups, renewals, in-app registrations and more. You also get access to our team of email marketing experts, no matter what level of support you need.

Affiliate Management
Strategic affiliate partnerships boost your traffic, brand recognition and recurring revenue. We work with you to form relationships with the right quantity of high-quality affiliates from our active global network. You can brand your own web-based Affiliate Center where affiliates can access marketing assets and detailed reporting — and we'll track commissions and handle payouts on your behalf.
30 Supported Languages

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Croatian
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese (Brazil)
- Portuguese (Europe)
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish
- Swedish
- Thai
- Turkish

60 Supported Currencies

- Argentine Peso
- Australian Dollar
- Barbadian Dollar
- Bermudian Dollar
- Bolivian Boliviano
- Brazilian Real
- British Pound
- Canadian Dollar
- Chilean Pesos
- Chinese Yuan
- Colombian Peso
- Croatian Kuna
- Czech Koruna
- Danish Krone
- Dominican Peso
- Egyptian Pound
- Euro
- Guatemalan Quetzal
- Haitian Gourde
- Honduran Lempira
- Hong Kong Dollar
- Hungarian Forint
- Icelandic Krona
- Indian Rupee
- Indonesian Rupiah
- Israeli New Shekel
- Jamaican Dollar
- Japanese Yen
- Kazakhstan Tenge
- Kenyan Shilling
- Korean Won
- Kuwaiti Dinar
- Lebanese Pound
- Malaysian Ringgit
- Mauritian Rupee
- Mexican Peso
- Moroccan Dirham
- Namibian Dollar
- New Zealand Dollar
- Norwegian Krone
- Panamanian Balboa
- Paraguayan Guarani
- Peruvian Nuevo Sol
- Polish Zloty
- Qatari Rial
- Russian Ruble
- Saudi Riyal
- Singapore Dollar
- South African Rand
- Sri Lankan Rupee
- Swedish Krona
- Swiss Franc
- Taiwan Dollar
- Thai Baht
- Turkish Lira
- UAE Dirham
- Ukrainian Hryvnia
- Uruguayan Peso
- U.S. Dollar
- Vietnamese Dong

48 Supported Payment Methods

Credit Cards
- Visa, MasterCard, Discover, American Express, JCB

Traditional Payments
- Check, Money Order, Wire Transfer, ACH Payments, SEPA Wire Transfer

B2B Bill Payment
- Invoice, Purchase Order

Real-Time Bank Transfer
- iDEAL, SOFORT Banking, Finnish Real-Time Banking, Swedish Real-Time Banking

Invoice Payment
- Purchase Order

Cash Payment Slips
- Konbini, Boleto Bancario, PayNearMe, PayEasy

Country Specific Credit Cards
- Carte Bancaire, Carte Bleue, Maestro UK, Visa Debit, MasterCard Debit

Direct Debit
- SEPA Direct Debit Germany

e-Wallets
- PayPal, Alipay, WebMoney
High Performing Technology Infrastructure

Reliability
Our platform averages an exceptional 99.99% uptime, including maintenance and upgrade periods. We take network security very seriously, leveraging advanced techniques to prevent DoS attacks.

Speed
We integrate with content delivery networks to optimize our code and content delivery for global performance, and we monitor it through Keynote and AlertSite.

Information Security, Privacy & Compliance

Security
Your data is protected by secure, state-of-the-art encryption layers and daily PCI scans. We maintain flawless network security with multiple segregated networks and rigorous monitoring.

Redundancy
Our two fully redundant data centers insulate your business from the risk of lost revenue in the unlikely event of a network outage.

We adhere to the strictest industry standards and best practices not only for the purpose of maintaining compliance, but because we consider information security and data privacy to be among the most important aspects of the services we provide to your business.

We’re compliant with international data privacy regulations (such as GDPR), U.S. and European export regulations, and European regulations for the transfer of personal data outside of the EU and EEA. We also maintain the following statuses through regular scans, audits and third party assurance reports: PCI DSS Service Provider Level 1, ISAE 3402 Type II and TRUSTe’s TRUSTed Cloud Privacy Seal.
cleverbridge provides global ecommerce and subscription billing solutions that help companies build long-term customer relationships and grow revenue streams. With its flexible, cloud-based billing and monetization platform, cleverbridge integrates seamlessly with client systems, simplifies subscription business models and delivers an optimized online customer experience. Leveraging cleverbridge expertise, technology and services, clients monetize products and services more effectively, rapidly expand their global subscriber base and maximize customer lifetime value. Headquartered in Cologne, Germany, cleverbridge has offices in Chicago, San Francisco and Tokyo.

For more information, visit us at www.cleverbridge.com.