

A DYNAMIC OFFER MANAGEMENT PLATFORM

1000s of Options for Keeping Customers Engaged, Happy, and Loyal

If you're like most video service providers, you have consumers demanding more choices and more independence about how they want to consume video. Imagine offering your users complete freedom on their choice of TV/video channels that you own content rights to, and having far greater flexibility and speed in providing a wide range of promotional offerings to any device. In fact, what if you could offer your customers thousands of different promotional options that leverage current news or timely events, fresh content, retail tie-ins, restaurant coupons and gift cards, and just about any combination of free, bundled or discounted promotions possible? Imagine how this could reduce your churn and enhance your monetization efforts? And unlike legacy system offerings that might take months to build — causing you to miss real time market opportunities — what if you had at your fingertips a dynamic and creative offer management platform that allowed you to get offers to customers far faster than ever possible before?

At Evergent, we have developed a Dynamic Offer Management Platform that satisfies those needs. It makes it easy for global video service providers to truly differentiate their offerings to users.

Evergent is the leading global provider of cloud-based, user lifecycle management solutions that enable success for video service providers. Our platform gives organizations the proven back-office efficiency they demand, the rapid revenue growth they require, and the features to delight video viewers around the world.

The Dynamic Offer Management Platform is part of our Product Management Module that provides you with comprehensive flexibility creating content bundles, promotions, coupons, discounts, freemiums, pricing, and personalizing products. It allows you to offer thousands of options to keep your customers engaged, happy, and loyal.



Here are just a few of the benefits of our plug-and-play offer management solution:

True, A-La-Carte Offerings

Once you have content rights, this module provides a system for adding new products, packages, and promotions with tiered pricing and a broad range of attributes. With the Dynamic Offer Management Platform, you benefit from additional capabilities so you can offer true a-la-carte OTT to your users.

HERE'S WHAT IT CAN DO FOR FROM A CHANNEL PERSPECTIVE:	
	Add a new channel in minutes
	Create a group of channels or bundles
	Create a free channel for "x" period of time
	Create flexible pricing discounts per channel
	Create "buy" a channel and get one for free or link channels
	Change the date or time range for an offer in seconds
	Create premium channels
	Create a pricing calculator within the channel shopping cart
	Create a daily, weekly or monthly offer
	Create a loyalty program
	Let the user add and delete channels daily
	Socialize your channel line-up with friends via social media

Develop Unique, Dynamic Promotions for Competitive Advantage

In addition to the a-la-carte advantage, we also offer video service providers a dynamic offer management platform that changes the game on offers by providing far more ease of use and flexibility. Want to create a promotion for a weekend, a holiday, a specific time period and/or to coincide with another scheduled event? Want to create an offer that leverages an unexpected news item such as an actor winning an award or the death of a beloved icon? With Evergent's Dynamic Offer Management, you can offer a promotion that lets your customers binge on movies starring the beloved actor over a weekend as an example. Better yet, offer it free for a limited time to entice more users or add more channels in one package to provide even more video value. Add a coupon that entitles your users to a discount at a retail store or even an online one.

With Evergent, you can offer all of these customized promotions and coupons with complete ease of use and flexibility. Best of all, these unique promotions make it easy to personalize experiences for your user audience. This means your offer won't be like anyone else's offer—and this can give you an unparalleled competitive advantage in the marketplace.

Engage More Users and Build Loyalty

Offering a wide variety of choices and flexibility for users will help you not only attract more users but will build loyalty among your subscriber base. Few users want to be told what they can and can't watch. By giving them broad flexibility in selecting programs, pricing, and more, they will feel more in control of their viewing experiences. That's good news. Happy users are loyal users.

Gain Flexibility Monetizing Offerings

By offering a broad range of differentiated promotions, and pricing options, you also stand to gain more flexibility on monetizing your offerings to users. In the long run, that translates into more revenue, less churn, and happier users.

Includes Easy Interface for Your Users

As part of this solution, your users can use the shopping cart feature to see what adding or deleting channels does to their bill. Users can view the impact of discounts and promotions as well.

Checklist of Dynamic Offer Management Platform

WITH AN EVERGENT SOLUTION, HERE ARE ALL THE THINGS YOU CAN DO:	
	Choose how to promote each offering individually
	Easily add hundreds of channels
	Combine or create any combination of packages/bundles — by similar content, by affinity group, by users, by age, etc., all designed to entice more users
	Offer unique time-sensitive promotions by channel — hourly, daily, weekly, monthly, over the weekend, etc.
	Tie in promotions from retail stores and/or online stores
	Offer discounts
	Offer free programs, coupons by type of device and even tie in with registration of device
	Provide coupons of all kinds — free, discounts, promotional pricing, new customer pricing, etc.
	Bundle offerings and aggregate content in just about any way possible
	Customize and personalize pricing

Learn more about the Dynamic Offer Management Platform from Evergent.



Evergent Technologies, Inc.
1250 Borregas Avenue
Sunnyvale, CA 94089
www.evergent.com

ABOUT EVERGENT Evergent offers cloud-based, customer lifecycle management solutions that enable anytime, anywhere, any device success for video service providers. Our carrier-scale subscription, billing and user lifecycle management solutions allow video service providers to delight customers and partners, while generating more revenue and running their back-offices more efficiently. Evergent's customers include leading carriers such as AT&T, Airtel, SingTel, and T-Mobile, and leading media companies such as FOX and Sony Entertainment Television. Headquartered in Sunnyvale, California, Evergent has offices across the United States in Austin, Los Angeles, Boston, and Denver, and internationally in India, Singapore, and Brazil.