

# why piano?

Far more than just “subscriber management,” Piano’s platform and services go beyond a subscription interface. Our solution enables clients to both understand and drive the loyalty, engagement and experiences that result in more subscriptions.

	piano	OTHERS
Data-driven rules engine	✓	×
Comprehensive behavioral reporting	✓	×
Real-time benchmark and conversion reporting	✓	×
Market-leading payment partnerships	✓	×
Optimization services	✓	×
Subscription and churn propensity modeling	✓	×

## DATA-DRIVEN RULES ENGINE

Unique from anything our competitors offer, Piano Composer is a data-driven rules engine that helps create sophisticated user journeys and dynamic paywall experiences, detects and discourages ad blocking, gates content and targets specific audience segments. Presenting personalized experiences to targeted user segments when they’re most likely to convert, it works across multiple channels, including web and mobile web, iOS and Android apps, Google AMP pages and Facebook Instant Articles. With Composer, you can design, target, test and manage valuable experiences for your audience through a simple drag-and-drop interface that lets non-technical users drive results in minutes, not months.

## COMPREHENSIVE BEHAVIORAL REPORTING

While competitors only track pageview counts for anonymous users, Piano allows you to understand how users access your content, tracking their signals of engagement. This data makes smart segmentation possible, and provides critical user experience intelligence.

## REAL-TIME BENCHMARK AND CONVERSION REPORTING

Turning data into information requires context. By leveraging averages from our work across over 1,000 sites, Piano’s benchmarking data lets you understand your performance against similar businesses by continually comparing your results against those of your peers. Our competitors do not have this capability.

## MARKET-LEADING PAYMENT PARTNERSHIPS

Whereas some of our competitors store credit card information and manage payments, Piano specializes. We rely on multi-billion dollar, market-leading payment companies to vault credit card data rather than attempting to do so ourselves. By leveraging active relationships with world-class financial technology partners like PayPal, Adyen, Worldpay and Stripe, we can both leverage those partners’ superior functionality and minimize our clients’ risk of breaches.

## OPTIMIZATION SERVICES

Piano’s Strategic Services team provides an experienced subscription marketing staff to augment your own resources as your business grows. More tactics and tests means better results, and our team drives those results by actively using our platform on our clients’ behalf. Our competitors don’t have any similar capability.

## SUBSCRIPTION AND CHURN PROPENSITY MODELING

Targeting offers and predicting likelihood to subscribe, Piano’s subscription propensity model has demonstrated significant lifts in paid conversion rate, revenue and number of conversions compared to a control. We also have the ability to use machine learning to predict churn and determine each user’s likelihood to take other actions, such as registering or signing up for a newsletter.

There are a variety of reasons why Piano is the largest and fastest growing player in the market, including flawless reliability, superior functionality and a client-focused approach — but above all, our capabilities along the entire customer journey make us distinctive. Being able to bill a card every month is a commodity; Piano’s capabilities drive success at every step.