

## CUSTOMER SUCCESS: SUBSCRIPTION LIFECYCLE MANAGEMENT SOFTWARE

### 01 Introduction

One of the pioneers in the subscription lifecycle management software solutions partners with Funnl to study the subscription business model scope in the publication industry in the North American and European markets.

Having strong presence in ASEAN markets, the company needed to enter the North American and European markets targeting the publishing industry to start with. They wanted to understand the eco system of the publishing industry w.r.t. developed, developing and underdeveloped markets. The other areas of interest were to study the subscription model in the publication industry, along with emerging trends and the scope of partnerships with other major players.

### 02 Objectives

Funnl set of a team of 4 researchers to start collecting the data and insights from the North American and European markets.

The research and data finding from the North American and European markets were the following:

- Publication Industry – ecosystem, history and industry subdivision methods.
- Total revenue generated from sales and licensing in the industry.
- Distribution of revenue by publication type and domestic and foreign revenue generated.
- Total number of titles published and distribution of titles by sector.
- Size and employment level of the publishing industry.
- Distribution of trade sector revenue by “format, destination, sales channel”.
- A comparative study on the Publisher-Subscriber patterns vs Publisher-Subscriber relationships.
- Emerging trends with the subscription model.

