

# **Digital Paymeter | 2017**

## **5.0 Release Notes**

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## ENHANCEMENTS

### OFFER FIRST AND STREAMLINED NEW START FLOW

The New Start Workflow has been completely re-vamped to allow for Offer-First approaches originating from a number of locations including the alert, wall, or inline overlays, external or internal offer landing pages, Subscription Link, email campaigns, etc. Your ability to offer either a specific plan to a user, or a pre-determined list of plans provides a new level of flexibility. The prospective subscriber is not required to register until after a specific offer is selected, which streamlines the New Start Workflow and reduces abandonment before an emotional commitment is made. Registration Details and Checkout are now integrated into a one-page flow to reduce abandonment and confusion.

### INTEGRATED/EMBEDDED HOSTED ORDER PAGE

For Edgil, while still limiting PCI compliance issues - The Hosted Order Form is now integrated right into the page, so there is no need to redirect or open additional tabs or windows to complete the transaction. None of the PCI compliance data is being stored in any form except where it is hosted by the payment processor.

**DIGITAL Plan**

\$13.00 for 1 Month

**Billing Information**

FIRST NAME  LAST NAME

STREET ADDRESS

CITY  STATE  ZIP

PHONE NUMBER

**Payment Information**

CARDHOLDER'S NAME

CREDIT CARD NUMBER

SECURITY CODE  EXP MONTH  EXP YEAR

I accept the Terms and Conditions.  
[View the full Terms and Conditions](#)

**PURCHASE SUBSCRIPTION**

### CUSTOMIZED HEADER HERO IMAGE AND FOOTER LINKS

In the New Start Workflow allow for a tighter integration between the news site and the subscription look and feel.

### OFFERS PAGES

Dynamic offer pages with a unified styling template bring consistent presentation to your offer pages while allowing you to change offer groups, or point to multiple different offer groups with different pages. The marketing team can now set the

default offer group to be displayed in the new start workflow, as well as designate a 'best offer' within each offer group to be displayed with the 'Best Offer' badge.

- Unified styling
- Driven by Offer Groups
- Default and Best Offer Selections in Management Console
- Best Offer Badge on the Offers Page

### **REGISTERED NON-SUBSCRIBERS**

Former subscribers, or users who have registered but have not yet purchased a subscription, are now notified within the login interface that they must purchase a subscription in order to continue reading content. This differentiation between known non-subscribers and completely anonymous users helps the non-subscriber understand why content is not available, and what actions might be taken to remedy the situation, saving valuable customer-service time.

### **PROMOTIONAL CODES**

Support has been added for a Promo Code to be attached to an Offer Group in the New Start Workflow. This will allow you to present a specific offer or set of offers to select users either when the user enters a code you have given them into the Promo Code page or they click on a URL you've provided with specific parameters.

### **TERMS AND CONDITIONS**

Now specific and robust Terms and Conditions can be attached to a specific plan and affirmative acceptance will be required to purchase the plan. Additionally, a database entry with full audit data for the affirmative acceptance of these Terms and Conditions are stored for audit purposes.

### **RECEIPT PAGE**

A new "Start Reading" or "Receipt" page is now available for the post-purchase response of the New Start Workflow with integrated subscription information and links of interest to the new subscriber.

### **ZIP CODE FILTER**

Preemptive matching between the user's Shipping Address and the list of deliverable Zip Codes on selected print plans can help the user be directed to an alternative digital-only option if their zip code is not within the listed deliverable zones. This helps reduce the frustration users have expressed in the past at being forced to complete the whole subscription process before becoming aware of a deliverability constraint. The subsequent workflow has been optimized to make the transition to an available plan as seamless and painless as possible for the end user, while still giving them the opportunity to choose the alternative plans or correct their address information before proceeding.

### **STAND-ALONE AND INTEGRATED ACTIVATION LOOKUP PAGES**

Existing subscribers can now enter the Activation workflow from multiple locations, whether on the Overlays, through the registration page, from the Subscription Link, or by your own link to a stand-alone Activation page. It is now easier than ever for a user to connect their digital and circulation subscriptions to gain access to digital content.

**SYNCRONEX**

Helping media companies evolve their paid content strategies.

**If you are a current subscriber, you can create a login or sign in to use our digital products and services.**

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Let's look up your account and create a sign-in if you need one. If you've paid your subscription online, you may already have a sign-in.

PHONE NUMBER

LAST NAME

— OR —

ACCOUNT NUMBER

**LOOK ME UP**

[Contact Customer Service at or email us at](#)

## AB TESTING

Testing of different plans can be displayed within a paywall overlay.

## PLAN VIEWS

Plan Views are now used to enable responsive presentation of overlays, offer pages, and Subscription Link as each presents plan data to the user so that details can be tailored to each breakpoint within each type of display.

## ADDRESS CHANGES

When a user selects a plan with a delivery component within systems integrated with NCS circulation, the Shipping Address is checked for deliverability based on the circulation system's deliverability rules. If that address is found to not be deliverable, the user will be redirected to a list of available plans that do not contain a deliverable component.

Billing addresses can now be sent to an NCS Circulation system along with the delivery address.

## ADDITIONAL REPORTING

New Activity Reports provide greater detail and insight into the specific actions taken by end users. Additionally, *Offer Tracking by Origin* reporting helps administrators understand the funnel paths that anonymous users are most likely to convert on.

## SUBSCRIPTION LINK INTEGRATION

Integrated Subscription Link module (from NCS) now with a brand-new user interface and more friendly user experience. Subscription Link can now be used with Digital Paymeter to create a new subscription, perform SSO sign in, activate an existing account, or manage subscription features like billing, holds, and feedback.


**Account Services**

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**Your Subscription**   **Your Profile**   **FAQs** Today's e-Edition

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**Manage Your Subscription and Digital Content on Any Device Without Picking up the Phone**




- ✓ Report a delivery issue
- ✓ Pause home delivery
- ✓ Pay your bills
- ✓ Sign up for recurring payments
- ✓ Add digital access or more frequent delivery

Actual features are based on your subscription type.

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**Not a subscriber? Get home delivery and unlimited digital access to Houston Chronicle news and analysis 24/7. »**



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Get unlimited access to the highest-quality, in-depth news content in the Bay Area on multiple digital devices.

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**Sign In**

You can sign in with your Ultimate Access or e-Edition account.

Email Address

Password

Remember Me

**Sign In**   [Forgot Password?](#)

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**Haven't Managed Your Print Subscription Online Yet?**

Sign up for account services now and manage your subscription and billing here online. Skip call wait times!

**Create Account**

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**Need Help?**

✉ Email

☎ Call [713-362-7211](tel:713-362-7211)

## GOOGLE FIRST CLICK FREE

We've implemented Google's "First Click Free" functionality in such a way that it can be configured to accommodate other referrer's and variable limits. Learn more from Google's site here:

<https://support.google.com/news/publisher/answer/40543?hl=en>

## API'S FOR DATA EXTRACTION

Raw data can be pulled from the subscription management and activity tables by an external system using a new set of programmable interfaces. Data Extract APIs consist of:

- Subscriber Profile Details
- Subscription purchase details
- Content Access audits (tracking users' access to metered content)

## API'S FOR ANALYTICS

Properties can now be surfaced to an external analytics provider for Digital Paymeter workflow events using a new set of programmable interfaces. Additionally, external properties from a third-party system can now be inserted through specific query parameters into the workflow to be surfaced at a later time and extracted by that third-party system in the process of programmatically refining the user funnel or analyzing funnel statistics.

## OLIVE E-EDITION AUTHENITCATION LINK

Digital Paymeter system to support the ability to create links to be emailed to subscribers that will allow them to access Olive products without the need to enter any log in information.

## AZURE CDN

Utilize the Azure Content Delivery Network for web assets such overlays and web pages to accelerate performance and improve availability to end users.