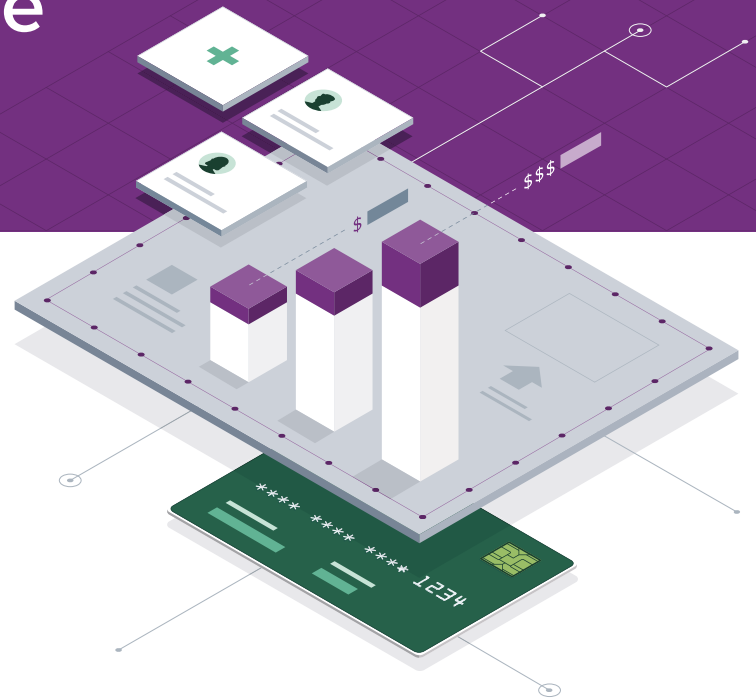


Recurly's Revenue Optimization Engine Maximizes Revenue

Every subscription business encounters credit card declines. These declines increase churn, reduce revenue, and can negatively impact subscriber relationships. Recurly's Revenue Optimization Engine addresses this problem by using machine learning and advanced statistical models to recover revenue that would otherwise be lost. This technology, combined with other decline management strategies, recovers an average of 12% of revenue each month.

The Revenue Optimization Engine analyzes billions of attributes to create statistical models based upon the hundreds of millions of transactions processed by Recurly. Using these models, the Revenue Optimization Engine makes predictions about future events—for example, when a retry is likely to be successful—and creates a process that is *tailored to each individual transaction*.

This exclusive technology replaces a one-size-fits-all approach with a process that's dynamic, smarter, and more effective. With our Revenue Optimization Engine, decline management can recover an average of 70% of failed subscription renewals.





Transform Transaction Failures Into Payment Success

- ✔ **Increase transaction success rates**
Dynamic retry logic improves success rates for recurring credit and debit card transactions
- ✔ **Reduce involuntary churn**
Reduce the risk of losing subscribers due to failed transactions
- ✔ **Improve your subscribers' experience**
Minimize service disruption and send fewer emails regarding payment issues
- ✔ **Earn higher revenue with our tailored, more effective technology**
Our more intelligent process improves payment success and maximizes revenue

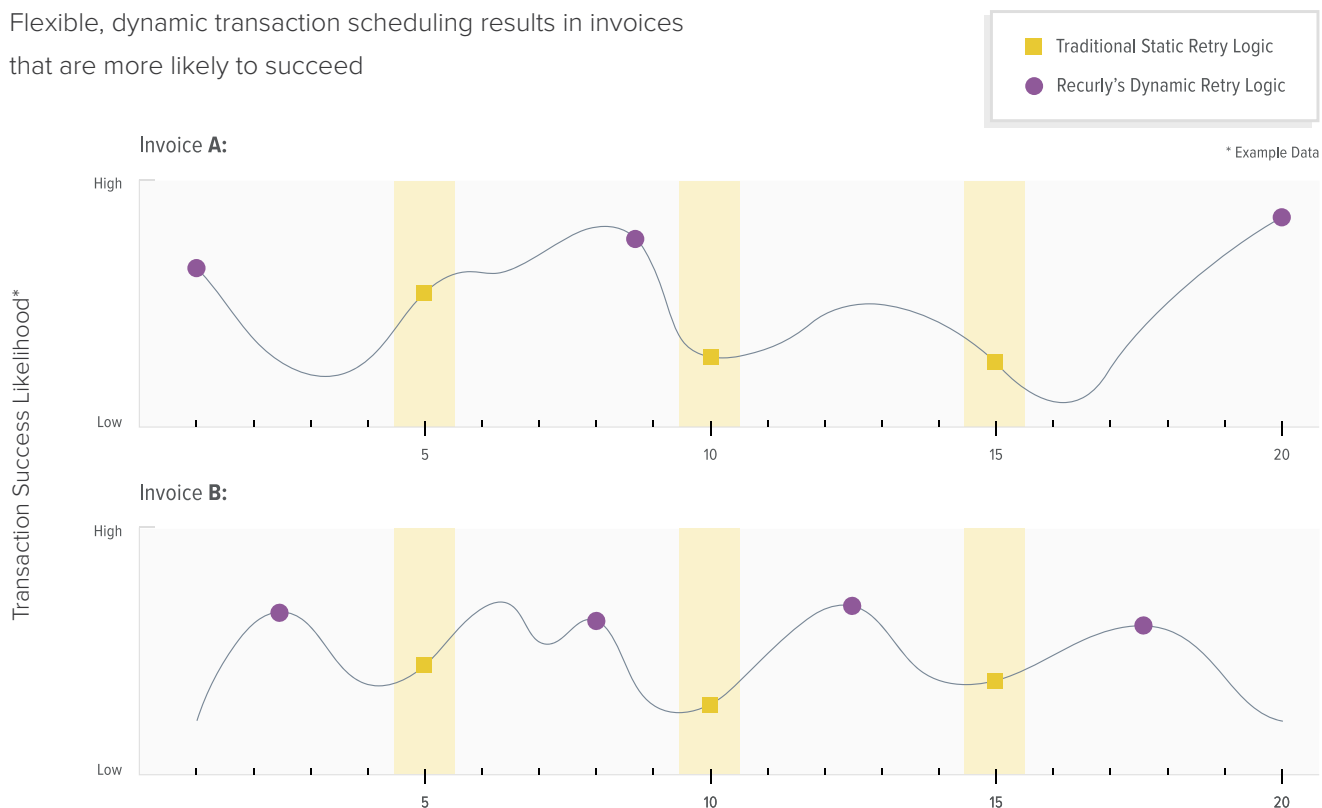
How Does the Recurly Revenue Optimization Engine Increase Your Revenue?

Other subscription billing products apply a brute force, one-size-fits-all approach to transaction retries, increasing processing costs without increasing payment success rates. By using machine learning to apply highly customized retry logic to initially failed transactions, invoices are more likely to be paid. Using this technology along with other decline management strategies, subscription businesses recover an average of 70% of failed subscription renewals. This increased payment success rate increases your revenue and decreases involuntary subscriber churn that results from failed transactions.

Subscribers also have an improved experience as their service is not interrupted due to payment failure. And, due to the recurring nature of subscription revenue, the effect is compounded every month as the subscriber relationship continues.

Ideal Retry Attempts

Flexible, dynamic transaction scheduling results in invoices that are more likely to succeed



The engine creates custom retry logic that schedules retry attempts when the data indicates the attempt is most likely to be successful (purple dots) rather than at a simple, static schedule (yellow squares).

A New Standard for Maximizing Revenue

Recurly's Revenue Optimization Engine is a sophisticated and precisely tailored technology which fights involuntary churn and boosts subscription revenue—by an average of 12% each month when combined with other decline management strategies. This exclusive technology sets a new standard for subscription businesses to optimize recurring transactions and maximize revenue.

To learn more about our Revenue Optimization Engine, or to inquire about our more advanced solutions, talk to a Recurly expert at (844) 732-8759.



CONTACT SALES



Recurly provides enterprise-class subscription management for thousands of businesses worldwide.

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