

Ten ways to tell if Advantage is right for you



1. You are a publisher of one or more of the following: digital or print magazines, journals, digital content, newsletters, newspapers, data, eBooks, or print books.



2. You need your system to manage one or more of the following: [subscriptions](#), [membership](#), donations, consortia sales, entitlements, digital and/or print packages and bundles, [conferences and events](#), book clubs, standing orders, commissions, royalties, or [telesales](#).

3. You market multiple offerings to the same audience and building customer loyalty is crucial for you.

4. Your marketers need immediate execution of their [eCommerce](#) promotions.

5. Your business rules are unique and perhaps complex.

6. The lifetime value of your average customer is high.



7. You need seamless integration with other applications and are looking for an [open API](#).



8. Your environment is multi-product, multi-currency, multi-lingual or multi-local.

9. You need to plan, track and analyze sophisticated marketing campaigns, down to the offer level.

10. You need a true 360° view of your customers' activities.

If you answered "yes" to any of these, [contact us](#) today!

