



Subscriptions and Entitlements

Customizable, Scalable Solutions for Modern Subscription-Based Businesses

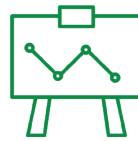
Broadleaf's microservice-based subscription billing is built for customization at scale. Designed to handle high-volume transactions with ease, our subscriptions offering ensures the best-of-breed in efficiency and reliability. Rely in a flexible platform that can adapt to your evolving subscription needs.

Maximize Your Subscription Potential



Boost Revenue

Increase customer acquisition and retention with tailored subscription plans and promotions.



Enhance Efficiency

Streamline operations with automated billing, integrated systems, and customer self-management tools.



Reduce Churn

Implement advanced features to minimize customer turnover and improve satisfaction.

Provide the Ultimate Customer Experience with

Optimize billing, promotions, customer satisfaction, and digital entitlements



Advanced Promotions:

Intuitively manage complex promotion and discounting rules with features such as free trials, percent-off discounts, and personalized offers.



Optimized Billing:

Increase conversions and reduce friction by optimizing retries, handling expired cards, and providing personalized messaging.



Self-Managed Subscriptions:

Enhance customer satisfaction with features allowing customers to view, search, cancel, and pause their subscriptions.



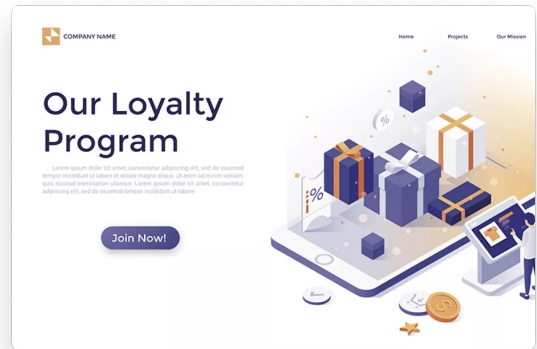
Integrated Digital Entitlements:

Ensure customers access the content they have subscribed to through seamless integration with Broadleaf's Entitlement Microservice.



Incent Customers with Promotions

- Free trials
- First month free, second month free
- Percent-off/amount-off discounts
- Discounts for specific time periods
- Personalized offers

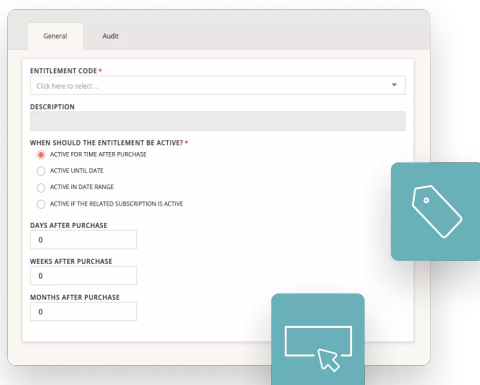
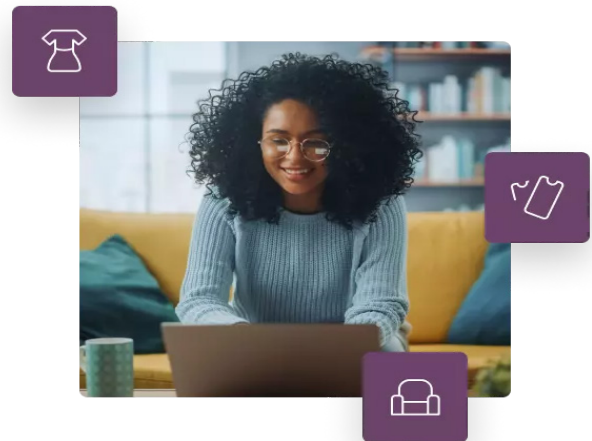


Customer Self-Management

- View/search subscriptions
- Cancel subscription starting with next charge
- Cancel subscription with refund based on grace period rules
- Pause/resume subscription

Billing Management

- Optimize retries and retry schedules with dunning rules set by product
- “Bump-up” rules for expired cards, leading to higher conversions
- Update stored cards from data provided by payment gateway account updater services
- Notify other systems of key failures to facilitate personalized messaging
- Tokenized credit card solution reduces PCI exposure



Manage Digital Entitlements

- Out-of-box integration with Broadleaf's Entitlement Microservice
- Grant entitlements based on successful changes
- Revoke entitlements for failed charges
- Send messages for non-digital fulfillment scenarios



For more information visit broadleafcommerce.com or email info@broadleafcommerce.com