



# | Monetise

**VIA Monetise enables you to create and manage compelling commercial packages of content and subscriptions tailored for your audiences to develop and grow revenue per viewer.**

Set flexible rules for content monetisation, pricing, payment plans, recurring billing, and stimulate content purchases. Use vouchers to re-engage and reward audiences, encourage viewer upgrade and downgrade of product packages in line with demand or risk of churn. Automate renewals and payments for active subscriptions.

VIA Monetise enables integration with a range of third party payment providers, or use a Vimond packaged integration out of the box.

VIA Monetise supports the business models you need, and can help you grow from an advertising based service, into a subscription or freemium based service, also allowing for transactional pricing models on individual content items or packages.

As a global platform, VIA Monetise enables you to localise packages for specific regions, and supports multiple currencies, so you can connect your viewers to their content, wherever they are.

- Promotions: Campaigns, Vouchers, Trials
- Vouchers can be generated or imported from other systems.
- Supports SVOD, AVOD, TVOD rental and own product packages
- View progress of campaign distributions
- Local or global product packages with multi-currency support
- Set the pricing, duration and availability of subscription plans
- Automate subscription renewals and email confirmation for customers
- View account subscription and transaction history
- Out-of-the box payment integrations with Braintree, Dibs, Klarna and NETS

