



## **Circulation Retention;**

1. Automated pay options (EZ Pay) by;
  - a. Credit card
  - b. Debit card
  - c. Bank checking account
  - d. Bank savings account
2. Manage service requests
3. User defined customized Metadata importing/appending
4. User defined/administer subscription acquisition response codes
5. Automated subscriber ranking – identifies core subscribers
6. Split delivery addresses by day of the week
7. Manage mail and email campaigns
8. Circulation Sales Management reports -Service Request Ratio, Single Copy Sales Analysis, Retention report
9. DPS reports -DPS pending authorization report, DPS marketing report, DPS skip and resume letters, results
10. Financial reports -Subscriber Net Balance, Amortization, Aged Trial Balance, Cash Receipts Register
11. Reader Outreach-Summaries/Analysis -Notice Statistics, Future Expires, Past Expires
12. Manage subscription by; (print or digital) term, frequency, rate, method of delivery
13. Subscription attributes
14. Subscriber attributes
15. Address attributes
16. List/Label Query Tool - create list or labels for a specified subset of active subscribers, former subscribers, or both.
17. Falcon Query Tool – ad hock reporting tool using Microsoft Excel. The Query Tool is used to extract data to provide in depth analysis about subscribers, single copy accounts and distribution in an Excel spreadsheet format.