piano™

Executive Summary

About Piano

- Founded in 2010, Piano is headquartered in New York City and has offices in Europe and Latin America.

- We provide cloud-based software to help media companies grow their online revenues and manage user entitlements across platforms and channels.
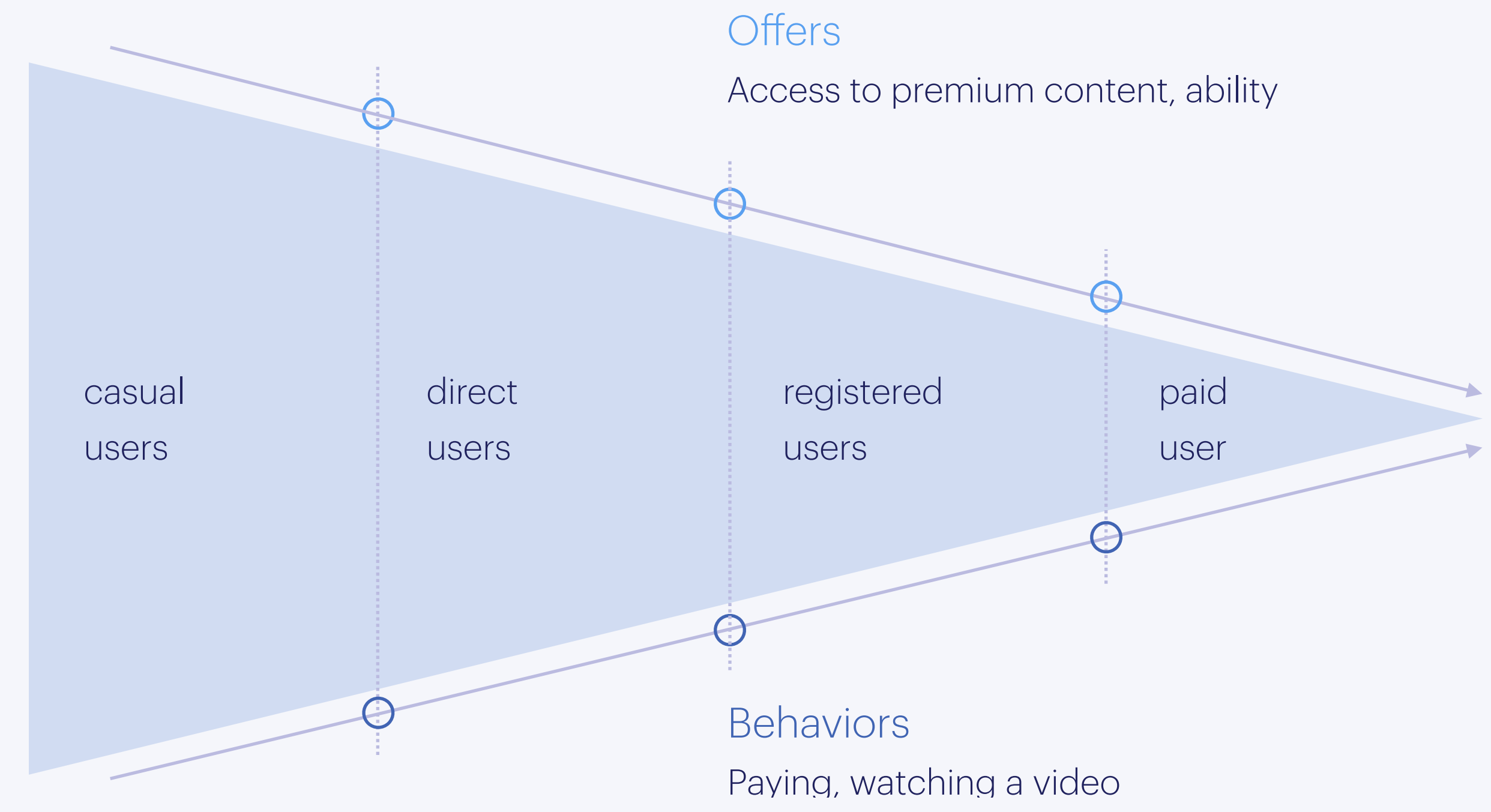
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THE DIGITAL BUSINESS PLATFORM

"If you encounter a paywall on the Web, there's a very good chance...Piano is going to be the one who built it." PETER KAFKA | RECODE

POSTMEDIA

NBC

Time Inc.

News Corp

HEARST

COXMEDIA GROUP

Newsweek

SCRIPPS

DC Thomson

Z24!

Slate

gazeta WYBORCZA

NEUE OZ

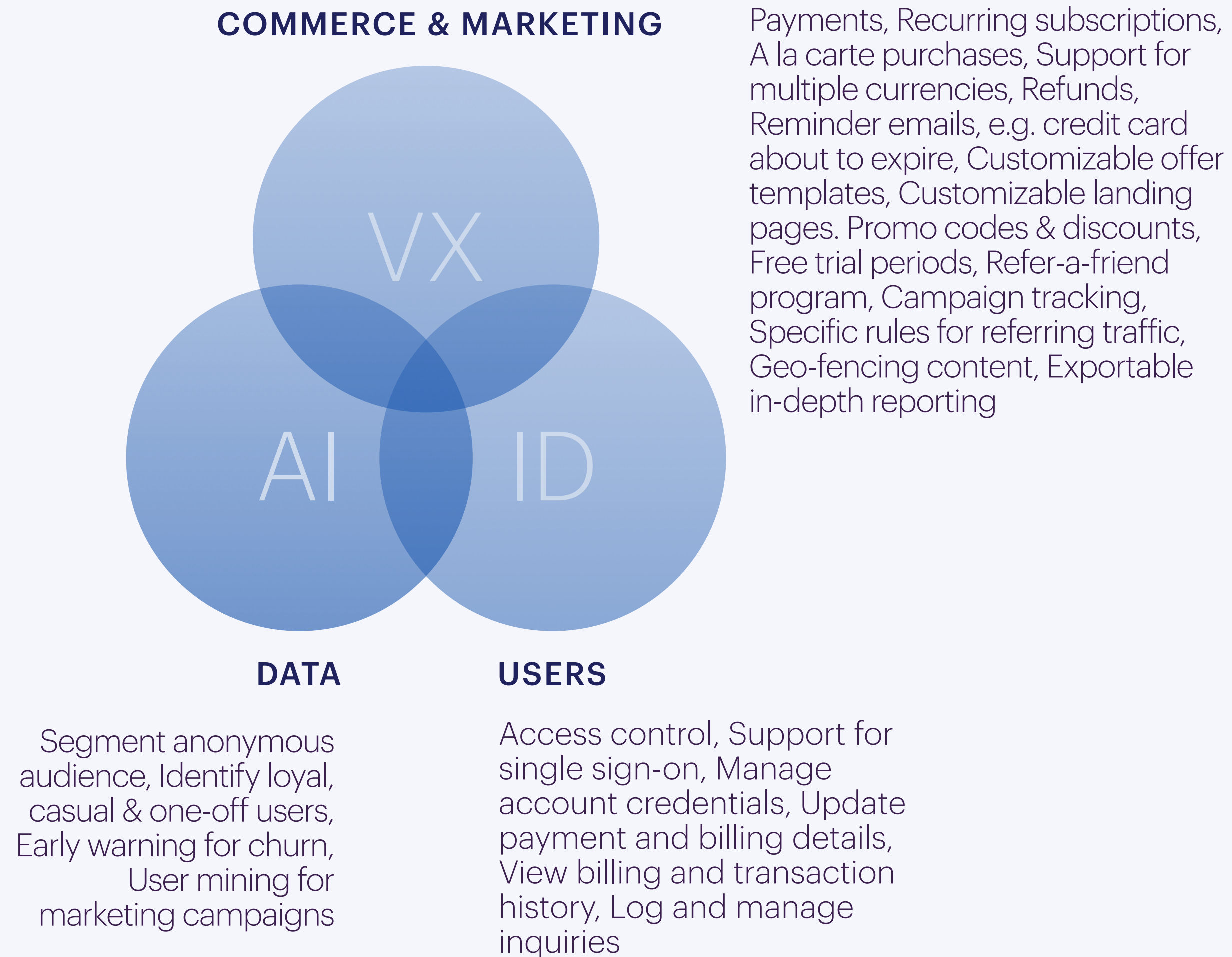EL|CRONISTA COMERCIAL

Mail&Guardian
AFRICA'S BEST READ

More than 4 billion media page views managed and analyzed each month.

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The opportunity we facilitate

We help publishers by enabling value exchange business models that build engagement, develop loyalty, and drive conversions.

Offers
Access to premium content, ability

casual
users

direct
users

registered
users

paid
user

Behaviors
Paying, watching a video

The Piano platform is specifically designed to meet the business needs of sophisticated multi-platform media businesses

COMMERCE & MARKETING

VX

AI   ID

DATA   **USERS**

Payments, Recurring subscriptions, A la carte purchases, Support for multiple currencies, Refunds, Reminder emails, e.g. credit card about to expire, Customizable offer templates, Customizable landing pages. Promo codes & discounts, Free trial periods, Refer-a-friend program, Campaign tracking, Specific rules for referring traffic, Geo-fencing content, Exportable in-depth reporting

Segment anonymous audience, Identify loyal, casual & one-off users, Early warning for churn, User mining for marketing campaigns

Access control, Support for single sign-on, Manage account credentials, Update payment and billing details, View billing and transaction history, Log and manage inquiries

With Piano Composer you can design, test, and deploy sophisticated business models without IT resources
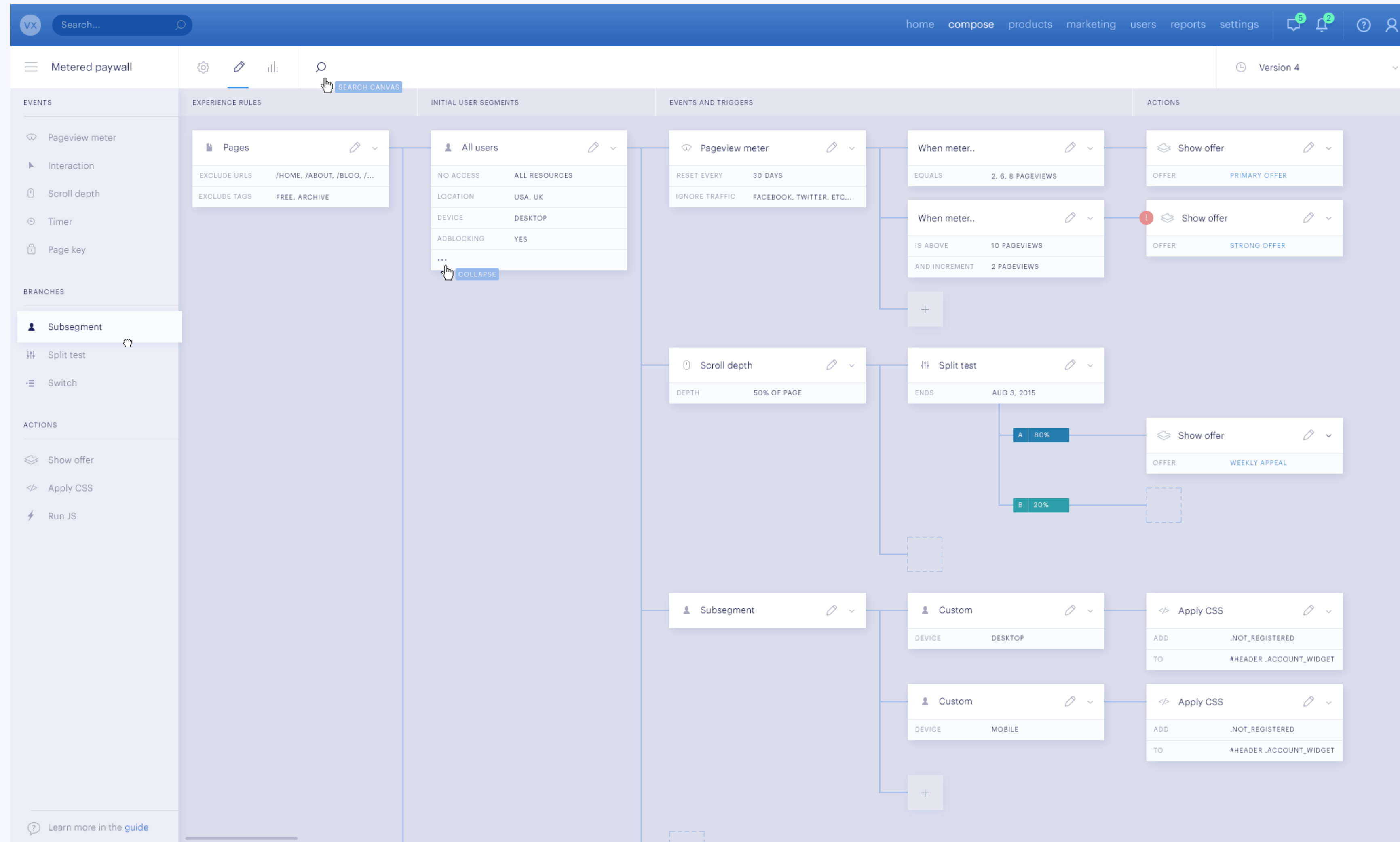
Composer is a breakthrough. It's a tool that enables you to target specific groups of your audience, on specific pages of your site, with individual experiences — all without writing a line of code.

Just by dragging cards onto a canvas, you're able to create a flowchart of the business processes you want to deploy. Target individual segments, either ones you have defined within Piano, or in systems like Bluekai or Omniture, then specify what offers or events those audiences should see.

Landing pages, site personalization, subscription models, responses to ad blockers and a whole lot more can be created and modified even by non-technical personnel. Composer has taken the sorts of implementation projects that publishers spent weeks or months on, and made them possible within a few hours.

Piano

Some of the ways publishers use Piano

Sell subscriptions to print, digital, and bundled offers

Sell one-time access to online, streaming, or downloaded content

Sell access to single articles, sections of content, or packs of content organized by subject or topic

Erect a paywall

Monetize international readers

Generate revenue from ad-blockers

Synch entitlements across apps, websites, and print fulfillment

Grant free and paid trials

Manage user identities, profiles, and accounts

Provide self-service account management

Enable customer service for print and digital subscribers

Analyze content consumption over time

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International traffic is great, but it doesn't pay the bills

Monetize users in regions where your ad dollars don't reach

Capture lost ad blocker revenue

To get started, please contact us.