

tinypass™ VX

Overview



Tinypass VX Overview

The business engine powering premium publishing

Whether you're selling memberships, putting up a paywall, charging for pay-per-view videos, or just providing incentives for behaviors like registering or viewing an ad, you'll want to create consistent experiences for your users and have full transparency into their behavior. Tinypass VX manages your business rules, subscribers, and access privileges seamlessly across platforms while reporting on all of your results.



Best of all, you can control your business rules through graphical interfaces, so there's no need to call IT when you want to react to the market by changing a price, adding an option, or running a promotion.



Power & flexibility

Tinypass VX is a powerful and flexible RESTful API that enables publishers to implement innovative business models. More than a tool simply for developers, we have extended our platform to the marketing and business departments of your organization via the Tinypass Publisher Dashboard. Using a set of intuitive, elegant templates, creating business models that once required teams of developers is now as easy as dragging and dropping.

Your brand

Your brand and voice are the reason that people love your site and we don't want to do anything to distract your audience. Therefore Tinypass VX is completely white-labeled, with a customizable look and feel controlled by you.

Dynamic business models

The VX in Tinypass VX stands for "value exchange". Your audience is not a monolith and different segments of users will enter into different forms of "value exchanges" in return for access to premium content, offers, and experiences.

Paying for content – metered or hard paywalls, pay-per-view video or downloads – is just one of the value exchanges that Tinypass VX supports. VX also enables "data walls" where users provide information about themselves in exchange for premium access. Similarly publishers can configure registration walls – i.e. site and/or email newsletter signups in exchange for premium access – as well as value exchanges based on social sharing and video advertising.

Support for single sign-on

Do you have an existing user management system, perhaps developed internally or via Gigya or Janrain, containing millions of users? Not to worry, with Tinypass VX you can continue using your existing user management solution without making your users create a second Tinypass account. VX operates behind the scenes to ensure that your registered users' entitlement rights are handled appropriately.

Mobile

With users migrating to mobile in droves, Tinypass VX has you covered with responsive design, in-app integration, and the ability to authenticate registered or paid users across platforms.

Reporting

Tinypass VX provides beautiful, graphical reporting that tracks the performance of your digital content business, including sales and revenue, subscriptions, churn, email and campaign effectiveness, transaction history and revenue recognition.

Customer care

Entering into deeper value exchanges with your audience requires tools to help you better manage end-user inquiries. Tinypass VX has you covered with a clear set of easy-to-use tools for your customer service representatives. Or, if you'd prefer, we can handle end-user support for you.

Tinypass Strategic Services

Evolving your digital business model requires navigating a series of choices that are best made with the benefit of great data and a broad view of best practices. You may also face change management challenges as your internal strategy, execution, and evaluation criteria shift.

To fly over these potential hurdles and accelerate our clients' revenue growth, we offer a strategic service we call Tinypass Monetization Planning (MP). MP engagements are led by experienced consultants with long track records of facilitating value creation for enterprise clients. Our approach is simple. We undertake fixed-fee, fixed-duration engagements to deliver our clients revenue solutions customized to their unique needs, guided by data and informed by our actual experience in the market.

If you believe this sort of targeted consulting might help overcome challenges at your organization, contact sales@tinypass.com for more information about MP.

Built for a collaborative world

News Corp

H E A R S T


COMCAST

Time Inc.

There's a reason Tinypass is the choice of more major media companies around the world than any other solution. It's simply the most powerful, most flexible, most scalable premium publishing system on the market.

Whether you are a digital pure-play or come to online media from the world of print, television, film, or radio, we recognize that today's content owners work with a host of parties – user management systems, payment gateways, email systems, print fulfillment houses, content delivery networks, online video providers, content management systems – to make their offerings go. As a RESTful API, Tinypass VX was built with these collaborations in mind, making business and technical collaborations as simple as possible.

You've got a great brand, and users who care about what you do. It's time to give them an opportunity to reward you for it. Contact our sales department today for a demonstration and more information. We're excited to show you what's possible.

For more information, please consult:



Tinypass API
Documentation



Tinypass Specifics:
Integration & Content
Security



Tinypass Specifics:
VX Core Concepts

tinypass™

Tinypass is e-commerce for content: a complete, flexible data and offer management platform that premium publishers use to generate additional revenue from their most engaged customers. In addition to enabling sophisticated paywalls, Tinypass publishers can provide targeted user segments with opportunities to register, provide information, socially share, or watch video advertisements in exchange for premium access. Best of all, Tinypass integrates with leading email, login, OVPs, CMSes, and fulfillment houses, making it the foundation for a comprehensive premium publisher management system.

Contact our sales department today for more information. We're excited to show you what's possible.

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