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For immediate release

MPP Global integrates Zephr as an Intelligent Paywall partner

Warrington, UK – 26 May 2021 -- [MPP Global](#), the technology company that delivers eSuite, the world's smartest Subscriber Management and Billing platform, announces a strategic partnership with [Zephr](#) to provide publishers with a comprehensive and highly specialised joint solution that optimises subscription revenues across print and digital channels.

MPP Global's leading Subscriber Management and Billing platform now integrates with Zephr's best-of-breed Intelligent Paywall solution. When combined, the tools provide a market-leading, media-centric solution to build, test and optimise complex registration, subscription and retention offerings at scale, and with ease.

The integration enables publishers to create subscription propositions to maximise acquisition, increase CLTV, ARPU and minimise churn, without the need for technical assistance. Publishers can tap into the flexibility required to experiment, personalise and launch new products, bundles, offers and user journeys in a matter of minutes, resulting in higher engagement and conversion rates.

MPP Global enables publishers to efficiently manage their print and digital products under one roof, ranging from subscription management, product bundling, pricing, payment processing, transaction optimisation, and a range of custom tools designed for managing digital entitlements and physical fulfilments, as well as a new data lake service. MPP Global has an impressive track record helping some of the largest publishers across the world to increase their subscription revenues, including The Times, McClatchy, The Daily Mail, L'Equipe, Racing Post, Torstar, The Irish Times, Telegraph Media Group, Jysk Fynske Medier and Yomiuri Shimbun.

Zephr's Intelligent Paywall combines an intuitive user interface with plug-and-play integrations, empowering commercial and technical teams to create personalised experiences for every customer that deliver powerful subscription relationships for life. Zephr seamlessly integrates with existing technologies to unlock siloed data across organisations and use that data to quickly launch strategic and informed campaigns. Zephr has been helping leading digital subscription and media businesses - PEI Media, McClatchy, News Corp Australia and Dennis Publishing - unlock their subscription revenue potential.



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Paul Johnson, CEO and Co-founder, MPP Global, said: “We are extremely excited to embark on this journey with Zephr to provide publishers with a cutting-edge, highly specialised solution to build sustainable, long-term recurring revenue streams. Both companies have a shared goal to help publishers transform their business models through data, reduce capital and operational expenditure and enable publishers to focus on what they do best: content, without the inefficiencies caused by inflexible legacy technology. The two platforms have a rich heritage in media, participating in the growth and transformation over the years, and this partnership represents that evolution, as subscribers demand more tailored products, offers, and experiences, across all devices, with a streamlined, highly reliable subscription and billing service”.

James Henderson, CEO, Zephr added: “We are pleased to welcome MPP Global to the Zephr partner ecosystem. When 63% of publishers say that turning audiences into paying subscribers is a key challenge, Zephr’s intelligent paywall and subscription experience platform is a powerful part of any publisher’s toolkit for growth. Giving publishers ‘longer arms’ and the ability to innovate, iterate, speed and scale is crucial for success. This partnership with MPP Global will enable their clients to deliver better user experiences and higher subscription revenues at a time when these objectives could not be more pressing”.

Notes for Editors

About MPP Global

MPP Global delivers eSuite, powering media through subscription & billing, providing blue-chips in the Media sector with the freedom to deploy flexible business models that drive recurring revenue streams.

eSuite powers next generation lifecycle management that enables the acquisition, monetisation and optimisation of customers.

With offices throughout the Americas, Europe and Asia Pacific, MPP Global has an impressive track record of maximising customer lifetime value. Clients include The Times, McClatchy, The Daily Mail, L’Equipe, Racing Post, Torstar, The Irish Times, Telegraph Media Group, Jysk Fynske Medier and Yomiuri Shimbun.

To find out more about MPP Global and eSuite, please visit www.mppglobal.com.

About Zephr



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Zephr is a leading subscription experience platform focused on accelerating revenue growth for the world's leading digital publishing and media companies. With a best-in-breed solution, Zephr combines an intuitive user interface and plug-and-play integrations to let commercial and technical teams develop powerful subscription relationships and deliver personalised experiences for every customer at the right time for the right price. Unlock your subscription revenue potential with Zephr.

For more information check out ww.zephr.com.

Resources

Logo Gallery

Standard MPP Global Logo (for use on light background)	JPEG PNG Vector
All-White MPP Global Logo (for use on black background)	JPEG PNG Vector
All-Black MPP Global Logo (for use on white background)	JPEG PNG Vector
eSuite Logo (for use on light background)	JPEG PNG Vector