

ONE POWERFUL PLATFORM FOR PAID CONTENT



Take your paid content business to the next level with syncAccess

syncAccess is a complete paid content platform that combines turnkey solutions and deep integrations with all of the services that touch your customers, giving you a unified solution to accelerate paid content revenue.



Convert Traffic Into Subscribers

Publishers who use syncAccess accelerate the build-out of their paid content strategy, quickly launching the solutions needed to drive their business forward, reserving developer resources to focus on improving content and readership.

Connect Your Paid Content Workflow

syncAccess quickly connects each of the systems in the paid content workflow, connecting your circulation system to paywalls and payment gateways, incentives and offers, client applications and websites, customer authentication, and much more.

With syncAccess, publishers maximize the value in existing systems with easier, faster integrations that provide a unified view of the customer to drive accurate customer insights, as well as the flexibility to update individual services without disrupting the entire workflow.

“The combined solution is user friendly, it was implemented quickly, and they were able to solve a bunch of our digital problems in one shot. We are really happy with the results.”

Glenn James – CTO, McPherson Media Group

syncAccess Features



Circulation System

Integrated with Newscycle Circulation and Newscycle CircPro for total subscriber management and a unified customer view across print and digital. Integration with other circulation systems with a flexible module enabling data integration and automation.



Paywall

Complete paywall solution including flexible content metering that provides unique messaging to potential subscribers to bring them down the path of subscribing.



Authentication & Authorization

Customer identity service includes friction-free SSO or integrates with existing customer authentication solutions from LoginRadius, Facebook and Gigya.



Reporting, Data & Analytics

Complete data access via reports and dashboards, integrates with analytics services including Adobe Analytics, Google Analytics, AAM and Mather Listener.



Customer Plans, Offers & Incentives

Easy to use templates for creating customer oriented plans, offers and incentives. Fulfill third party vouchers and coupons, link to your circulation system. Purchases seamlessly flow with leading payment gateways including Edgill, Cybersource, Braintree, Authorize.Net and others.



Client Websites & Apps

Easy to integrate with existing website and mobile apps. Take advantage of new features and services with no client development or test cycles.

syncAccess provides a complete solution to accelerate paid subscriber conversions with a combination of native services and integration with leading publisher systems.

SYNCRONEX

Our goal is to help publishers realize the full value of their content. Synchronex has proven to be a trusted partner to top publishers across the country. The Synchronex team has pioneered technology, products and services to help you maximize the value of your content across your print and digital businesses. Wherever you are in the digital transformation journey, Synchronex can help you get to the next level.

Synchronex is located in Issaquah, WA and Charlottesville, VA.

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