

# CQ Roll Call Uncovers New Growth Potential With Scout Yield Optimizer

Leading Publisher Leverages Analytics to Balance Price Versus Value for Customers

**Seattle, Washington — April 10, 2012** — Scout Analytics™ today announced that CQ Roll Call is using Scout® Yield Optimizer, a revenue intelligence solution, to help paid-content providers increase revenues by matching each subscriber with the licensed content that will best meet their needs.

CQ Roll Call provides essential intelligence and grassroots advocacy resources to take action. As the premier source of timely news, objective facts and analysis, as well as coverage of elections and the politics of legislation, CQ Roll Call is using Scout Yield Optimizer to better understand subscriber usage of their licensed content, and analyzing the information to improve content offerings in order to deliver a better experience and value for customers.

"Scout Yield Optimizer is helping our teams to better understand customer engagement. We have new insights into the source of value for users," said Keith White, Executive Vice President & Managing Director for CQ/Capitol. "These new insights into value are providing the intelligence our teams need to better match pricing and customer licensing needs."

As publishers and information providers broaden their content offerings, licensing options become even more numerous. By working with actual behavioral data of subscribers, Scout Yield Optimizer helps publishers create licensing that matches the user needs and interests of various demographics.

Using patent-pending Demand Rating™ and Demand Map™ techniques, Scout Yield Optimizer enables license optimization by rating subscribers' engagement as a ratio of revenue (a.k.a., customer price) to identify such issues as under-utilization, or unlicensed use. Scout Yield Optimizer also includes expert advisory services to identify actionable programs for monetizing the findings.

"Ultimately, consumers of business information are looking for the content that is most accurately aligned to their niche area of interest," said Mark Upson, Chief Executive Officer of Scout Analytics. "With the proliferation of free online content, customers need new reasons to choose paid licensing arrangements. By better understanding and meeting its customers' needs, CQ Roll Call is better positioned to build customer loyalty and grow revenue."

## **About Scout® Yield Optimizer**

Scout Yield Optimizer is a revenue intelligence application that reveals precisely how customers engage with content, so that publishers can set an optimal price for every contract based on actual customer behavior. With powerful behavioral analytics, Scout Yield Optimizer can significantly increase yield from subscription renewals and trials. Scout Yield Optimizer includes Yield Analytics, Customer Data Hub, and Revenue Advisor.

## **About Scout Analytics™**

Scout Analytics is the leader in revenue intelligence solutions specifically designed for publishers. Scout Analytics' unique solution allows publishers to predict, target, and monetize visitor engagement. Scout Analytics is a venture-backed company headquartered in Issaquah, Washington. To learn more about Scout

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