



CASE STUDY

RADIUS MEDIA GROUP

A subscription for recurring revenue

Radius Media Group is a subscription commerce company that specializes in a variety of marketing services, including product distribution, loyalty solutions, offer development, campaign and vendor management, and business development and strategy. Founded in 2008, the company facilitates approximately half a million payment transactions annually for top businesses in the eCommerce and MOTO space.

“We work with clients to help them engage customers to buy their products, become members and remain members. We create programs to incentivize our clients’ customers to buy more products and use more services.”

John Mitchell, partner, Radius Media Group, LLC

A history of partnership

As a global payments leader, Worldpay from FIS offers clients the ability to **grow with the experts**. We do this through leveraging solutions that maximize global acceptance, convert sales and save our clients' money.

Radius Media Group and Worldpay have enjoyed a long partnership that’s weathered numerous changes in the payments industry. Throughout the past 12 years, the company has relied on Worldpay to help deliver the custom, turnkey technology solutions that help Radius Media Group stay ahead of the curve, meet its clients’ payments needs and grow.

The clients Radius Media Groups serves span elite brands in the magazine publishing, airline, hospitality, banking, retail, catalog, teleservices and home services industries. Mitchell notes that Radius Media Group has an outstanding reputation for integrity, ingenuity and building lasting, mutually beneficial relationships – so it’s only natural it would look for the same qualities in a processing partner.

“In merchant processing, what we do is unique, so it’s very important to have a good processing partner that knows the industry and can help us.”

John Mitchell, partner, Radius Media Group, LLC

Solutions that keep revenue flowing

With an unwavering commitment to innovation, Worldpay develops the solutions business need to help **convert sales and save**. From enhancing revenue and driving repeat purchase activity to acquiring and retaining customers, Worldpay enables Radius Media Group to meet its customers' needs.

One key solution is Account Updater, which helps ensure customer payment details are up to date so recurring payments can occur without interruption. By minimizing service interruptions and reducing declined authorizations, Account Updater is an effective tool for driving customer retention and improving customer satisfaction.

Changes happen fast in the payments industry, and Mitchell values Worldpay's expertise as well as its accessibility. It's important to get answers quickly, he says, and Worldpay's regimented and documented approach makes it easy.

“Worldpay is a big organization, but they don't make us feel like a small fish in a big pond.”

John Mitchell, partner, Radius Media Group, LLC

Best in class

In addition to being a good partner from a payments standpoint, Mitchell explains that Worldpay excels in providing education about regulatory changes, compliance and best practices for merchant processing. As the world's largest processor and payments advocate, Worldpay offers deep industry knowledge and innovative technology – with a personal touch.

Since partnering with Worldpay, Radius Media Group has achieved many milestones related to customer acquisition and revenue improvement, most notably driving 25 percent growth year over year.


“Our relationship with Worldpay really helps us handle increased market demands and improve our bottom line. Worldpay is best in class. They really are a good partner.”

John Mitchell, partner, Radius Media Group, LLC

About Worldpay from FIS

Worldpay from FIS (NYSE:FIS) is a leading payments technology company that powers global commerce for merchants, banks, and capital markets. Processing 75 billion transactions topping \$9T for 20,000+ clients annually, Worldpay lifts economies and communities by advancing the way the world pays, banks, and invests.

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