A guide to using Subscription Manager

Find out more at professional.ft.com
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Introduction
Here are the key things to know about Subscription Manager

01.1 WHAT IS SUBSCRIPTION MANAGER?

Subscription Manager is a simple, secure, easy-to-use platform that enables the admins of an organisation’s FT Professional Subscription to manage users, review actionable usage insights, and roll out enhanced features and tools that help organisations get more from their FT access.

We’ve created a dedicated section for each of these key features: Manage Users, Discover More and Usage Insights.

When you make the most of these, you can:

Manage your FT Professional Subscription - quickly and easily

- See an instant overview of the current status of your subscription, so you’re always up to date
- Add or remove users and reset passwords, in an instant

View data on your subscription usage

- Discover relevant, insightful metrics that bring you clarity and understanding
- Track usage and uptake against a wide variety of metrics
- Review, measure and report on return on investment – in moments

Discover More

- Explore how to increase the benefits of the FT in your workspace
- Activate a free trial for Advanced Sharing and try products in Beta stage
- Find out more through video explainers
01.2 WHY SUBSCRIPTION MANAGER?

We’re constantly gathering feedback and improving our service, to bring our customers the best experience.

After conducting recent research, we discovered administrators of FT Professional Subscriptions wanted a way to:

■ Manage their FT Professional Subscription – quickly and easily
■ Access, monitor and compare usage data

They also wanted us to make our pricing model clearer and more transparent. So we created a simple, secure platform – Subscription Manager – to bring businesses closer to the FT, give them visibility and put them in control.

01.3 WHO IS SUBSCRIPTION MANAGER FOR?

Subscription Manager is for anyone who has permission to be a subscription administrator on their organisation’s FT Professional Subscription. The platform can be used by individuals in a wide range of roles. Each role will benefit from different features:

If you manage access to your organisation’s FT Professional Subscription you’ll benefit from the platform’s quick, intuitive user management features, including user setup and usage reports.

If you budget for your organisation’s FT Professional Subscription you’ll benefit from the platform’s clear, actionable usage insights. You’ll be able to get a transparent view of your subscription usage in an instant, helping you gain a better understanding of our pricing model and ensure your subscription is being used effectively.
Access
Subscription Manager is user friendly and easy to access

02.1
HOW DO YOU ACCESS SUBSCRIPTION MANAGER? (TWO-FACTOR AUTHENTICATION)

To access Subscription Manager, go to enterprise.ft.com/tools/login

Subscription Manager brings together user details and usage insights for your subscription in one easy-to-use platform. We’ve taken time and care to ensure Subscription Manager meets the highest standards of data privacy. With that in mind, we’ve added a two-step authentication process to help keep your data safe and secure.

The first time you access subscription-manager.ft.com/login, you can either set up 2FA using the authenticator app or have a magic link emailed to your registered email to login.

You’ll need to download an authenticator app to your smartphone. We recommend the Google Authenticator app, which you’ll find on the Google Play Store or on the App Store. You’ll then need to use the app to scan a QR code.

02.2
WHO CAN ACCESS SUBSCRIPTION MANAGER?

Anyone set up as a subscription admin on an FT Professional Subscription can access the Subscription Manager platform.
Subscription Manager is:

**Easy-to-use**
- Clear, intuitive interface
- Simple, time-saving administration

**Insightful**
- Clear, relevant metrics
- Instant access to knowledge about your organisation’s subscription usage

**Transparent**
- Clear information about your subscription and usage
- Usage data you can distribute to the business
- Quick and easy to communicate subscription usage and prove return on investment

**Powerful**
- Serve your organisation more effectively
Features
Here’s an introduction to each area of the Subscription Manager platform

03.1

YOUR OVERVIEW

Get a quick snapshot of the current status of your subscription

When you log in, you’ll see the Your Overview page.

Your Overview includes a range of useful features:

Subscription allocation

Shows the number of users you have allocated to your subscription, how many seats are currently taken up and how many you have available. If you have an Enterprise subscription, this will always show as ∞ (infinity) as you have unlimited seats.

Contact & subscription information

Shows an email address for your personal customer success manager as well as information on your FT Professional Subscription, including: whether you have a standard or premium subscription, the status of your subscription, and your subscription ID (click here to set up Single Sign-On).

Discover more

Explore ways to increase optimise your use of the FT in your workspace and try products in Beta stage.

Subscription administrators: Shows a list of the current administrators on the subscription. If you’d like to add or remove a subscription administrator, please email customer.support@ft.com
03.2

MANAGE USERS

Save time on administration – add and remove users and reset passwords. In an instant

Manage Users enables you to easily, effectively and accurately manage users on your FT Professional Subscription. With Manage Users, you can:

■ Access all user information in one useful place – to get a quick, clear overview

■ Streamline everyday tasks and cut administration time – so you can focus on serving your organisation effectively

If you access the page before any users have been set up on your subscription, you’ll see the following message:

If you have existing users on your subscription, you’ll see them listed:

All data is in real time.

You’ll see your subscription allocation data at the top of the page, enabling you to check how many seats are in use at that moment.

To search for a user, enter their name or email address into the search box.

To export a list of all subscription users, click ‘Export all’.

To set up a user for the first time or add an additional user, you can also bulk upload up to 1000 users at a time via CSV, see a list of pending users and resend invites

You’ll be given the following options:

1. You can enter the user’s email address. The user will then receive an email from Subscription Manager containing a signup link. The user can follow this link to sign themselves up to the subscription. (This will be a service email, so users can’t opt out of receiving it. The signup link isn’t specific to the user, so it can be forwarded on to other users if you wish.)

2. You can simply choose to copy and paste the signup link into your own email, message or CSV file.

To remove a user from a subscription, select the user and click ‘Remove user’. (The user won’t be notified.)

To reset a user’s password, select the user and click ‘Reset password’. They’ll then receive an email asking them to reset their password.
DISCOVER MORE TOPICS

Learn how to increase the benefits of the FT in your workspace

BETA testing Latest Features

■ Be the first to test new tools/features before they are released on FT.com

Activate trial for add-ons

■ Administrators of their organisation’s FT Professional Subscription can now enable everyone on their subscription to try Advanced Sharing for 30 days.

■ Try our exclusive community for board members, offering the latest intelligence and an authoritative space to debate and exchange ideas on a range of boardroom matters.

Enable workflow integration to boost productivity

■ Find out how you can access relevant FT stories without leaving the Teams environment through Subscription Manager.
Save time and effort when reporting, reviewing, and measuring return on investment

03.4

USAGE INSIGHTS

Usage Insights brings you clarity, understanding and actionable insights on how people within your organisation are using your FT Professional Subscription. With instant access to the right data, tracking effectiveness and optimising usage is quick and easy.

With usage activity stats at your fingertips, you can:

■ Ensure your organisation’s subscription is being used effectively, by the right people

■ Measure return on investment and make a compelling, insight-backed case for subscription expenditure, to ensure your organisation continues to benefit from an FT Professional Subscription

■ Gain an enhanced understanding of our pricing

■ Budget and forecast for the future

Usage Insights will look different depending on whether you have a Team subscription or a Group and Enterprise subscription. You can explore a range of metrics within Usage Insights:

Active users

Shows all the users currently assigned to the subscription, as well as how many are active and how many are inactive. If you want to manage your user allocation after reviewing this data, you can click ‘Add users to your account’ to add more users or remove inactive users.

Usage overview for Group and Enterprise subscription holders. Group or Enterprise subscription holders can see data on active users, broken down into:

■ Actual core readers: The number of unique users on an FT Professional Subscription who have read nine or more counted page views in any rolling 30 day period since the start of the subscription. This metric shows the level of engagement for your subscription at a particular point in time.

■ Occasional readers: The number of readers who have visited FT.com more than once since the start of the subscription, but haven’t read nine or more articles within any 30 day rolling period. We don’t charge for these users.

■ Forecasted core readers: The number of unique users on an FT Professional Subscription who have read nine or more counted page views in any rolling 30 day period over the last 12 months. This metric is used to forecast engagement levels, and therefore the value of the subscription, in advance of the subscription renewal date. (For first year contracts this number will always be the same as the ‘Actual core reader’ number. After the first year this number will be based on the last 12 months’ usage).
To discover more about various groups of users, the Usage Insights page.

Usage overview for Team subscription holders

Team subscription holders can see data on the total page views and total counted page views per subscription.

Usage overview for all subscription holders User reports

Here, you can explore detailed data on individual subscription users. A range of additional individual usage metrics are available only to Group and Enterprise subscription holders:

- Core reader
- Total counted page views
- Total counted page views by month

See our glossary of terms, to gain a greater understanding of what each metric means.

View our pricing plan information to find out more about how we charge for subscriptions.

The following set of metrics are based on content and are shown at subscription level. This means you can view up to two years of data across multiple contracts.

Page views

Shows the number of pages that have been loaded on the user’s browser or app, excluding app pages that were visited for less than five seconds – ‘swipes’.

Page views by device

Shows the number of pages that have been loaded on the user’s browser or app, for each of their devices. This excludes app pages that were visited for less than five seconds – ‘swipes’.

Page views by platform

Shows the number of pages that have been loaded on the user’s browser or app, excluding app pages that were visited for less than five seconds – ‘swipes’. Information is displayed for each FT platform, including: ePaper, Web App, Android App, iOS App, FT.com, Full text email, Channel Partners, Other (including AMP, and anything else but not specialist titles).

Counted page views

Shows the number of page views consisting of FT editorial content and data from behind the FT’s subscription barrier that have been loaded on the user’s browser or app, i.e. excludes homepage views, free article views and video views.

Counted page views by device

As above, with data displayed for each of the user’s devices.

Counted page views by platform

As above, with data displayed for each FT platform. Learn more about the metrics used in usage reports.

Please note

- All clickstream data is subject to independent assurance by PricewaterhouseCoopers LLP
- Activity data received from third party channel partners can only be viewed at an aggregate level. This data will become available for you to view after four weeks or more
- Usage data on FT platforms has a latency of 24 hours, so your dashboards will not include activity data from the last 24 hours
An FT Professional Subscription helps reduce noise and save valuable time by providing access to relevant market intelligence delivered via the media and technologies that suit you best.

Find out how you can equip your teams here professional.ft.com