

Subscription

COMMERCE CONVERSION INDEX

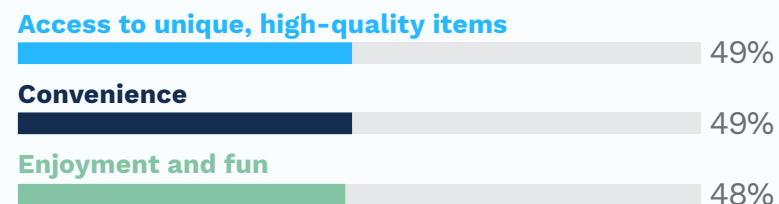


The key features that consumers expect from their subscriptions

Exclusive access

CONSUMERS WILL SUBSCRIBE FIRST AND FOREMOST TO OBTAIN UNIQUE PRODUCTS.

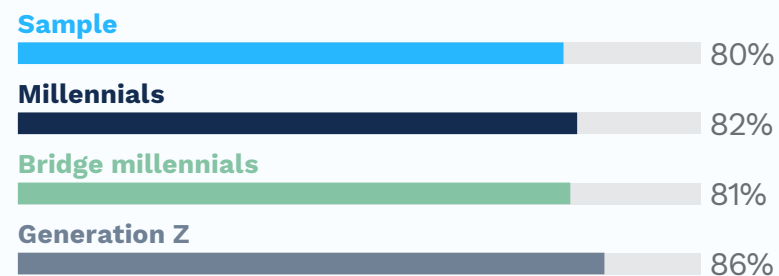
Share who use retail subscriptions chiefly for select reasons



Free Trials

CONSUMERS EXPECT TO BE ABLE TO TEST THEIR SUBSCRIPTIONS WITH FREE TRIALS.

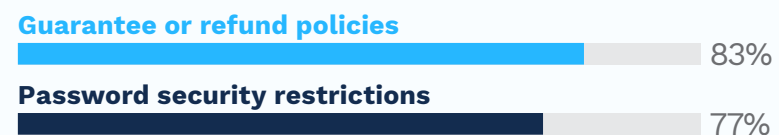
Share who began their retail subscriptions via free trial



Trust

CONSUMERS TRUST PROVIDERS THAT OFFER THE FEATURES THEY WANT.

Share of high-performing merchants offering select trust-boosting features



The price of falling short

Forgone revenue

FAILING TO MEET SUBSCRIBERS' EXPECTATIONS COULD COST PROVIDERS \$2.2 BILLION IN MONTHLY SALES.

Share of subscribers planning to cut back on subscriptions



Each subscriber spends an average of **\$187.32** per month on subscriptions, representing a grand total of **\$2.2 billion in monthly revenue.**

It is critical for subscription merchants to evaluate the features they offer and hit upon the right mix to both attract new subscribers and retain loyal ones.

To learn more about how retail subscription merchants can boost conversion and keep subscribers, download the report at [PYMNTS.com](https://pymnts.com).