

# SubscribePro presents **WINE AWESOMENESS**



## How To Win Back Customers With Customization

What do you do when customers cancel their subscriptions, resulting in a steady decline in revenue? You could try to simply replace those customers. But that's time consuming and ultimately expensive. And you may not even be aware of the problem that's causing your customers to churn. A better idea is to use data to create a customized approach to win them back. After all, it's easier to get a former customer to renew than to secure a new customer.

That's the challenge Wine Awesomeness faced. Founded in 2013, Wine Awesomeness offers online shoppers select vintages from around the world, either by way of a monthly membership, or with single gift boxes. Every month, members receive a trio of bottles, combined with recipes, music recommendations and interesting facts about wine brands.

Keep reading to see how they fixed the problem of churning customers using customization & data.



## Churning Customers, An Uphill Battle

As any ecommerce store with a subscription option will tell you: keeping your churn rate low is the best way to stay in business. But when it gets too big, businesses can face major costs and revenue losses to replace lost customers.

In 2014, Wine Awesomeness switched to Subscribe Pro to manage:

- New subscriptions, subscription management and renewals
- Trial memberships
- Coupon codes
- Gift boxes
- **Winning back customers who have cancelled or have failed subscriptions**

This last point was an essential goal for Wine Awesomeness. And Subscribe Pro was the exact tool they needed to ensure a consistent flow of customer segmentation data to ensure they could keep their churn rate low.

**Continued on Reverse**



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## Customization Cuts Churn

While Wine Awesomeness found several advantages to using Subscribe Pro for managing subscribers, it found Subscribe Pro's customization offered the key missing ingredient for cutting their churn rate. Wine Awesomeness used Subscribe Pro's customizability to create "win-back" campaigns for churned customers.

Here's how:

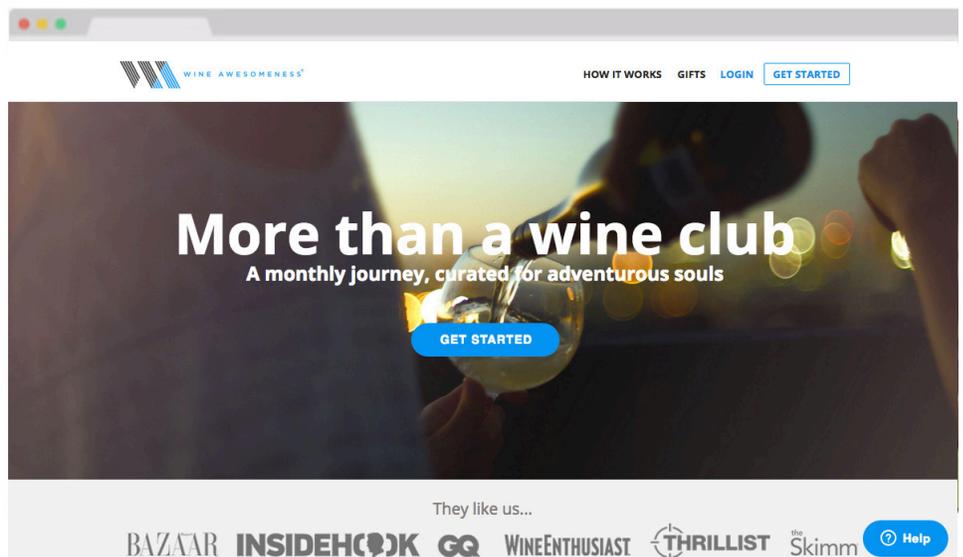
- First, Wine Awesomeness used Subscribe Pro's customizable frontend to create a "cancellation workflow," which lures customers away from cancellation
- Next, Wine Awesomeness used Subscribe Pro's API to segment its subscription customers:
  - » Customers with expired or rejected credit cards
  - » Customers who have canceled within a certain period of time
  - » Customers who have not fully completed the subscription process
- They then created custom email campaigns to address the unique needs of each customer segment
- Finally, Wine Awesomeness set up automated and self-service features, including:
  - » Expiring credit card reminder email
  - » Failed payment customer notification email
  - » Automatic retry (dunning) of failed payments, at intervals optimized based on failure
  - » My Subscription Page: A self-service customer interface to update credit card/codes from the payment gateway billing information for the end customer, which is available on the merchant's website

## Wine Awesomeness Wins With Win-Back Campaign

Simply by implementing and customizing Subscribe Pro, Wine Awesomeness was able to win back an average of **15 to 18% of churned customers** whose cards expired or were rejected. Add to that another **.5% of lost subscribers each month** with a coupon code, also managed by Subscribe Pro.

The result is that Wine Awesomeness doesn't have to work so hard to acquire new customers, and they can focus more closely on converting trial accounts to long-term paid subscriptions.

And because Subscribe Pro was fairly easy to implement, Wine Awesomeness was able to customize Subscribe Pro to fit their business and stem the tide of churning customers. Go Wine Awesomeness!



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