



83%

OF THE RETAILERS SURVEYED AGREED THAT CONVERTING ONE-AND-DONE BUYERS INTO RECURRING CUSTOMERS IS "VERY IMPORTANT."

65% SAID THEY ALREADY OFFER SUBSCRIPTION PROGRAMS, AND ANOTHER **22 PERCENT** ARE CONSIDERING ADDING THEM IN 2019.



MAJORITY OF RESPONDENTS CITED BENEFITS FROM RECURRING REVENUE PROGRAMS

61%

GREATER PROFITABILITY

67%

GREATER REVENUE

50%

GREATER PREDICTABILITY



54%

SAID THEY EXPECT "SIGNIFICANT GROWTH" IN REVENUE IN 2019 AND BEYOND FROM RECURRING CUSTOMER PURCHASES.

86%

SAID THAT THEIR SUBSCRIPTION CUSTOMERS ARE "MORE SATISFIED" THAN THEIR NON-SUBSCRIPTION CUSTOMERS.

“Customers constantly say how much they love our new subscription program,” one retailer said. A happy customer is a repeat customer, one who will be loyal to a brand they trust.



REMOVING FRICTION & ESTABLISHING CONVENIENCE

“customers know they can get what they want without any fuss”

“It takes the worry out of remembering”

COMPETITORS ARE ALSO ADOPTING RECURRING REVENUE PROGRAMS

71% SAID THAT THEIR COMPETITORS OFFER SUBSCRIPTION PROGRAMS

70% OFFER ONE-CLICK REORDERING

62% OFFER MEMBERSHIPS

59% HAVE GIFT BOX PROGRAMS

Make 2019 the year to build your recurring revenue strategy.

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