



Subscribers purchase frequency grows by 400% on the OrderGroove platform.



SNAPSHOT

- **184%**
How much more subscribers spend annually.
- **4.3X**
The average number of times per year a subscriber makes a purchase – 400% greater frequency than non-subscribers.
- **2.4**
The average number of subscriptions per subscriber.

COMPANY

ReStockIt supports small-to-medium sized businesses with over 200,000 online name brand business, restaurant, janitorial & home office products. They differentiate themselves from the competition by being laser-focused on superior customer service

CHALLENGE

Since their founding in 2004, ReStockit experienced an increase in competition and needed new ways to protect their customer base, grow the business and still be true to their core customer service value. Customer purchase frequency was stagnant at only 1.16 orders per year. ReStockIt was spending time and money to retain the same customer each year but not increasing share of their wallet, which was cutting into margins.

ReStockIt identified a subscription program as a powerful way to engage their best customers, increase purchase frequency and improve customer retention rates. Their first thought was to build a subscription program themselves. However, cost, complexity and time-to-market made them look outward for a partner with the subscription technology and marketing expertise to execute their vision.



SOLUTION

ReStockIt chose to launch its subscription program on the OrderGroove subscription platform. OrderGroove seamlessly integrated into Restockit's website and the customer response was positive from the start. OrderGroove continues to deliver results that meets ReStockIt's critical KPIs (refer to Key Results).

OrderGroove's hosted solution offers customers complete control over their subscriptions so they can log on at any time to accelerate, adjust, or cancel subscription orders. Subscription orders are managed within a shopper's existing account for increased convenience, plus custom subscription landing pages provide the opportunity to upsell and cross-sell other products.

Behind the scenes, ReStockIt gains immediate access to detailed subscriber analytics, conversion & retention reports, and customer service tools to understand the impact of the subscription program on business goals and bottom-line results. Subscription offers are routinely A/B tested and optimized by OrderGroove to maximize response and results.



Learn more about turning one-time transactions into profitable relationships.

Visit us at ordergroove.com or contact info@ordergroove.com



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