



# The Express Train To Subscription Optimization

Do you have subscription services for your business? Full steam ahead! Here are a few tips on how to improve your subscriptions so that you can further increase customer lifetime value (CLV) and reduce churn. **Choo choo!**

## Don't forget your train token(ization)!

**Did you forget to consider your PCI Compliance responsibility when implementing your subscription billing model?** Almost as bad a move as getting on the train without your ticket! If you are using credit cards for subscriptions, you will have to be in compliance with the Payment Card Industry Data Security Standard (PCI DSS). All merchants are required to be PCI Compliant — if you don't have the resources to do this single-handedly, find a partner who can be your guide and use their hosted checkout pages. Or, become PCI Compliant on your own and integrate with your partners API's to help vault the cards for you.



## The Self-Service Dining Car

**Your subscription engine should give you the option to test and try new things.** It's an all you can eat buffet — mangia! For you, your engine should give you the option to experiment (no fish eyes, don't worry) — after all, if you aren't able to play around with billing cycles (yearly, monthly, weekly, etc.) how will you calculate your CLV? And don't forget about your customers! — provide them with a management platform where they can pick and choose which type of subscription they'd like. Don't pigeonhole yourself or your customers. Acquiring new customers is extremely expensive, but getting existing customers to purchase again is cheap — from 1/3 to 1/8 as much. Looks like self-service is the way to go to turn your customers into repeat buyers!

## Next Stop: The World!

**In order to reach the most shoppers, consider offering more than just cards.** If you are looking to sell internationally (and you should be!), you should allow customers to pay for subscriptions with other payment methods as well (such as wire and bank transfers). As much as 20% of subscriptions online are paid for by alternative payment method. Customers are more and more frequently buying global but acting local — if you aren't able to give them a friendly and local checkout experience from anywhere in the globe, you are definitely going to miss the train.



## All Aboard – This Ride Is FREE Today!

**Ever considered offering your customers free trials or coupons for your product?** These are both great ways to increase your customer lifetime value — it's like putting some extra coal in your train so you can make a long trip. For example, with free trials, you can give your customer say, one free month, and then afterwards start billing them for the product. After all, 15-20% of free trial users become customers. It's a great way to show customers that you are willing to give to get — and, it's also a great way for customers to try before they buy!

