



# 4 QUESTIONS TO BOOST YOUR HOLIDAY SUBSCRIPTION SALES

The holidays are almost here — and with uncertainty regarding inflation and the supply chain, consumers have started shopping earlier than ever<sup>[1]</sup>. Ask these four questions today to prepare your subscription business for a successful holiday shopping season.

## IS YOUR BUYING JOURNEY SIMPLE?

Holiday shoppers are busy, and they have plenty of merchants to choose from. Make it easy for them to stick with you by speeding up the purchasing process.

- Set up omnichannel shopping
- Feature best sellers on landing pages
- Secure contact info with pop-ups or a two-step checkout flow
- Use a credit card account updater

## UNWRAPPING CONSUMER PREFERENCES:

Why shoppers choose subscriptions<sup>[2]</sup>

**81%**  
CONVENIENCE



**46%**  
PRICING



## FROSTY RECEPTION:

Consumers deterred by a bad user experience<sup>[3]</sup>

**51%** ALL AGES

**57%** MILLENNIALS

**69%** GEN Z

## IS YOUR GIFTING PROCESS STRESS-FREE?


Gift givers face unique barriers when shopping online. Simplify the process of buying for someone else by:

- Setting up subscription self-management
- Asking for minimal information about the recipient
- Making shipping dates easy to find

## DOES YOUR PRICING ENCOURAGE MORE SPENDING?

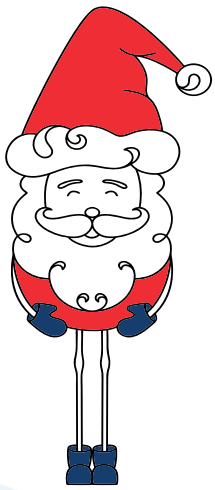
Customers are looking to save money due to the financial pressures of inflation. Give them the best value by setting up:

- Upsell bargains
- Quantity-based discounts
- Product bundles
- Free or discounted expedited shipping



GIFT RECEIPT,  
PLEASE:  
Why subscribers  
switch services<sup>[4]</sup>

- 56% BETTER PRICING
- 35% SPECIAL DISCOUNTS OR SALES
- 20% BETTER PRODUCTS
- 17% GOOD CUSTOMER REVIEWS
- 17% RECOMMENDED BY FRIENDS/FAMILY



### THE NAUGHTY LIST: Why customers unsubscribe<sup>[2]</sup>

- 55% ERRATIC DELIVERIES
- 61% UNAVAILABLE PRODUCTS
- 17% TOO MUCH PRODUCT

## HOW WILL YOU NURTURE NEW SUBSCRIBERS?

A gift subscription is also a gift to you:  
You get a new customer to impress.

Win them over with:

- Excellent customer service
- Flexible ordering options
- Loyalty rewards and special offers



## NO TIME LIKE THE PRESENT

Holiday ecommerce sales are projected to reach \$260 billion in 2022<sup>[5]</sup>, and shoppers are already looking for savings. Launch your gift subscription offering now to attract returning customers and create recurring revenue during the holidays and beyond.

**Learn everything you need to get started  
with our subscription ecommerce guide.**

<sup>[1]</sup><https://newsroom.ibm.com/2022-10-17-IBM-Study-Consumers-are-Ready-to-Celebrate-and-Spend-for-the-Holidays-but-Uncertainty-Looms>

<sup>[2]</sup><https://www.sticky.io/lp/may-2022-subscription-index>

<sup>[3]</sup><https://www.pwc.com/us/customerloyalty>

<sup>[4]</sup><https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/consumer-business/deloitte-subscription-report-2022.pdf>

<sup>[5]</sup><https://www.prnewswire.com/news-releases/deloitte-holiday-retail-sales-expected-to-increase-4-to-6-301622590.html>