

The New Subscription Standard: Convenience And Enjoyment

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Consumers have a wealth of subscription choices in multiple categories. What drives engagement and loyalty? Value — and not just when it comes to purchasing power. Consumers see value as a blend of positive user experiences and features that provide them with enjoyment and convenience.

Subscription companies in multiple segments are seeking to make their services more convenient, customizable and affordable.



Share of household supplies merchants that offer multiple plan options when users subscribe

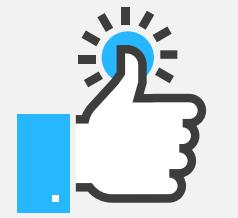


Portion of food and beverage merchants offering the ability to customize the products included in a subscription



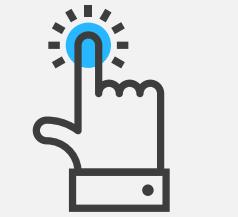
Share of merchants offering pay ahead and save features

Consumers are mindful of costs when taking on new subscriptions, but convenience and enjoyment are key to their concept of long-term value.



82%

Share of consumers who mentioned enjoyment as a reason to have a subscription



81%

Portion of consumers who listed convenience as motive for enrolling in a subscription service



61%

Share of respondents who mention cost as a reason to take on a subscription

Both consumers who care most about costs and consumers who are motivated to subscribe to enjoy convenience value free shipping and coupon access.

87%

Share of cost-driven subscribers who consider free shipping very or extremely important

76%

Portion of cost-driven subscribers who see coupons as very or extremely valuable features

86%

Share of convenience-driven subscribers who view free shipping as very or extremely important

78%

Portion of convenience-driven subscribers who report that coupons are very or extremely important to them

To learn more about consumers' interest in personalizing their subscriptions, download the report at PYMNTS.com.