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Best use of subscriptions

If you're a subscription-based brand, or have a subscription product in your inventory, setting up a loyalty program will help you to attract new shoppers and to keep the ones you've already got.

A loyalty program is crucial for subscription-based success. **In a recent survey, 63% of consumers said loyalty points would make them sign up for a subscription.**

Subscription commerce has customer loyalty built in from the ground up and the most successful companies know how to retain subscribers by including **LoyaltyLion features in their Recharge setup.**

Here's the brand that's achieving the best results by combining Recharge and LoyaltyLion.

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BEST USE OF SUBSCRIPTIONS

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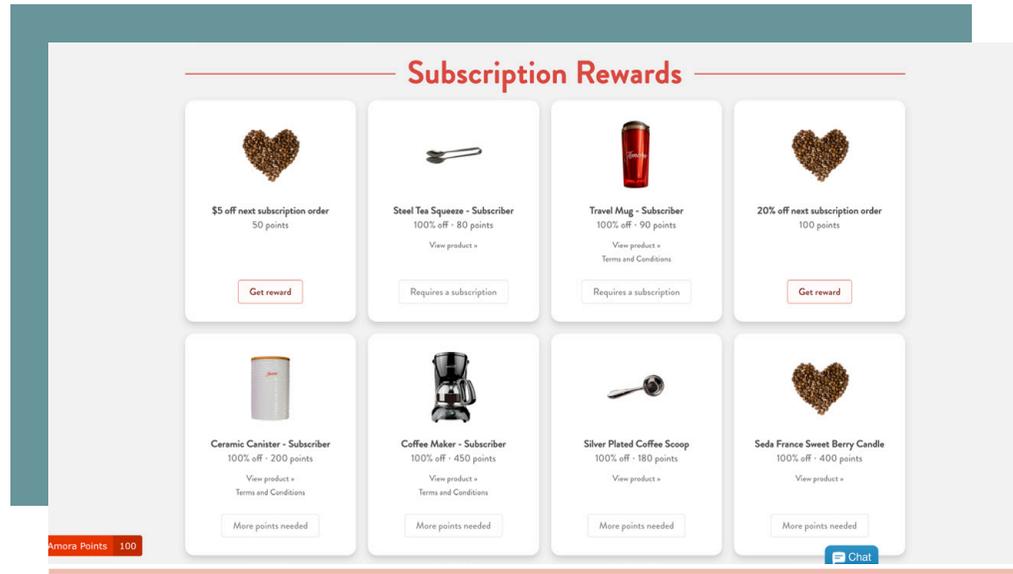
And the winner is.. Amora Coffee



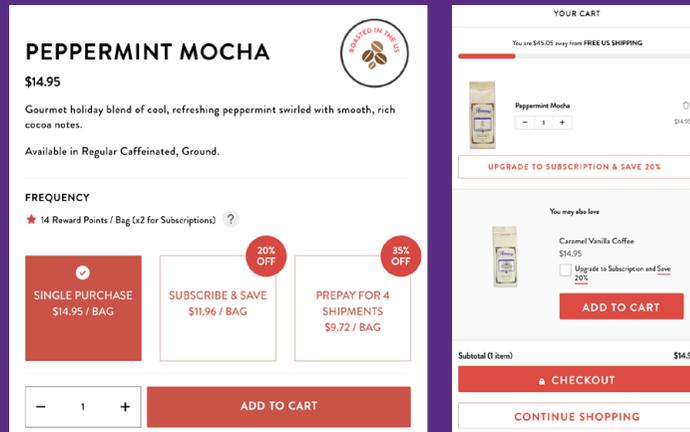
Amora Coffee is smashing it in the subscription game by making it easy and worthwhile to become a subscriber.

They are a coffee brand that specializes in gourmet coffee and premium organic teas and they've managed to get ahead of their competitors by being smart with the way they use subscriptions.

First of all, they have rewards specifically for subscribers to their product. This encourages customers who aren't subscribed already to enroll as they'll see the extra benefits of opting in.



When you **add a product to the cart**, they display the offer you get for subscribing to it too. This means they're able to show the value of subscribing at a crucial stage in the buying process. With one click, shoppers save money, get more involved with the brand, and become long-term subscribers.



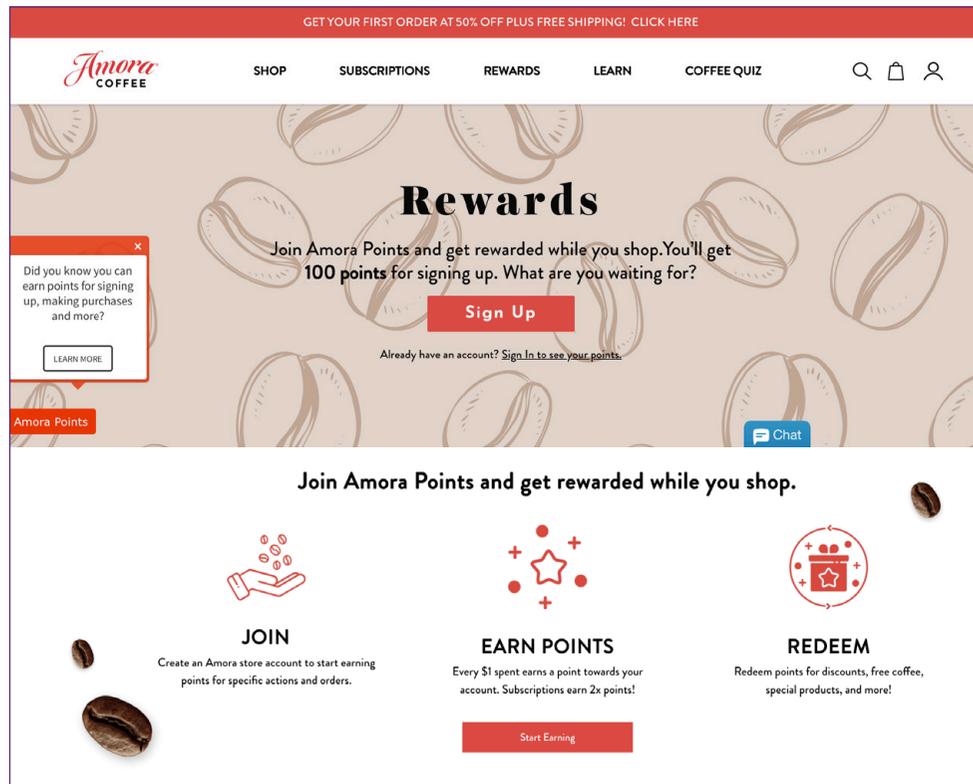
Then, when customers reach the checkout page, Amora shows them how close they are to a reward or perk (like free shipping). These simple in-cart prompts encourage customers to add more to their orders which increases their AOV and boosts revenue.

Over 300 merchants use Recharge and LoyaltyLion together. LoyaltyLion lets merchants build unique, customized loyalty programs for their Recharge subscription business model that increase customer lifetime value and drive customer retention.

The LoyaltyLion and Recharge integration allows you to do things like:

- Deliver VIP experiences, while increasing reward redemption and spend, by automatically enrolling customers into an exclusive subscriber-only loyalty tier
- Grow your subscriptions by incentivizing subscribers with additional loyalty points that can be used on future purchases
- Improve retention by providing personalized rewards that customers can use on future subscription orders
- Acquire more customers by rewarding your subscribers with loyalty points for every referral they make

Leya Leydiker, Director of Technology Partnerships at Recharge



Results

37% of Amora Coffee's customers are program members. And, with additions to their check out encouraging subscribers to spend more, their loyalty program members' **AOV is 79% higher than regular customers.**

This category was sponsored by Recharge

Recharge is the leading subscription payments solution, helping ecommerce merchants of all sizes launch and scale subscription offerings. Recharge's subscription billing and payment management solutions are designed to help merchants grow by increasing revenue and customer lifetime value while reducing operating costs and churn.

