



4 WAYS 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. Take these four steps today to prepare your subscription business for a successful holiday shopping season.

SIMPLIFY YOUR BUYING JOURNEY

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

- **Set up omnichannel shopping** for a seamless experience across your site, social channels and other online marketplaces.
- **Feature best sellers on landing pages** to simplify the selection and purchase process.
- **Offer multiple payment methods** to keep customers from abandoning their carts.
- **Secure contact info with pop-ups or a two-step checkout flow**, so you can follow up with shoppers who abandon their orders.
- **Use a credit card account updater** to keep payment details up to date for your customers.



CHEERFUL CHECKOUT:

Top online payment methods ^[1]

49%
DIGITAL WALLET

20%
CREDIT CARD

12%
DEBIT CARD

THE COLD SHOULDER:

Why subscribers opt out ^[2]

42% DISCONTINUED
FREE SHIPPING

32% INABILITY TO
PAUSE OR SKIP

32% UNAPPROVED
SUBSCRIPTION
RENEWAL

30% POOR CUSTOMER
SERVICE



ENSURE A STRESS-FREE GIFTING PROCESS

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

- **Setting up subscription self-management**, so recipients can customize their gift.
- **Asking for minimal information about the recipient** to accommodate gift givers who might not have all the details.
- **Making shipping dates easy to find**, so shoppers can be sure their gifts arrive on time.

OPTIMIZE YOUR PRICING STRATEGY

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

- **Upsell bargains** that encourage loyal subscribers to get a gift for themselves.
- **Quantity-based discounts** that help shoppers buy for multiple people at once.
- **Product bundles** that save gifters money and time selecting gifts.
- **Free or discounted shipping** for high spenders to address supply chain concerns.



SEASON'S GREETINGS:

Features most likely to attract new subscribers ^[2]

39% FREE SHIPPING

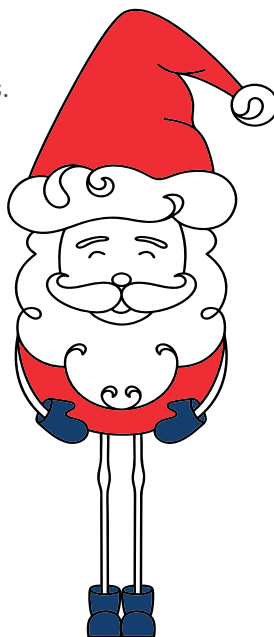
31% PENALTY-FREE CANCELLATIONS

30% ADJUSTABLE DELIVERY FREQUENCY

TIGHTEN UP YOUR RETENTION TACTICS

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

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



THE NICE LIST:

Most sought-after loyalty program benefits ^[3]

79% DISCOUNTS

65% FREE PRODUCTS

47% FREE SAMPLES

27% FREE SERVICES

NO TIME LIKE THE PRESENT

Holiday ecommerce sales are projected to reach more than \$260 billion in 2023^[4], 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.

Unwrap the perfect subscription model for your business in our September 2023 report, featuring top performers in each industry and more.

DOWNLOAD THE REPORT 



[1] <https://www.statista.com/statistics/1111233/payment-method-usage-transaction-volume-share-worldwide/>

[2] <https://www.sticky.io/lp/june-2023-subscription-report>

[3] <https://www.insiderintelligence.com/content/retail-loyalty-programs>

[4] <https://content-na1.emarketer.com/us-holiday-2022-review-holiday-2023-preview>