

REPORT

What do your ecommerce subscribers really value?



For ecommerce and direct-to-consumer brands, subscriptions are the ultimate engine for predictable revenue and customer loyalty. However, you need to deliver precisely what they value most, from the first click to their hundredth delivery.

In partnership with Hanover Research, our latest report surveyed over 1,000 consumers to uncover the key factors driving subscriber growth and retention.



The formula for acquisition

While discovery-based verticals rely on novelty, ecommerce subscriptions are built on trust and tangible value.

Lead with quality:

The top two reasons subscribers sign up for subscriptions are consistent quality **(19%)** and cost savings **(18%)**.

Where they find you:

Subscribers are looking for you. The most influential discovery channels are online search **(21%)**, online advertising **(20%)**, and personal recommendation **(20%)**.



The biggest threat: First-year churn

The first 12 months are the most critical period for consumer goods subscriptions.

74% of all cancellations in ecommerce and retail occur within the first year

34% Those who switched services say a discount (34%) or lower price (34%) could have convinced them to stay

The new rules of subscriber loyalty

Loyalty is an outcome, not a given. Subscribers expect flexibility and tangible rewards for sticking with your brand.

38% of consumer good subscribers said the most desired loyalty benefit was discounts and special offers

27% said they would prefer early access to new content

Ready to dive deeper into the data?

Read the complete **What subscribers want** report to get more actionable insights for acquisition, retention, and growth.

[Read the report](#)