



BFCM Aftercare

Zipify BFCM Webinar

September 26, 2024



Hi I'm Gina

Founder of LSG & Stay AI

Long time retention marketer



What We'll Cover

Optimize Existing Subscriber LTV

Tools to Bust Churn & Boost AOV

New BFCM Subscribers

Winbacks & Passive Churn



Optimizing Existing Subscribers



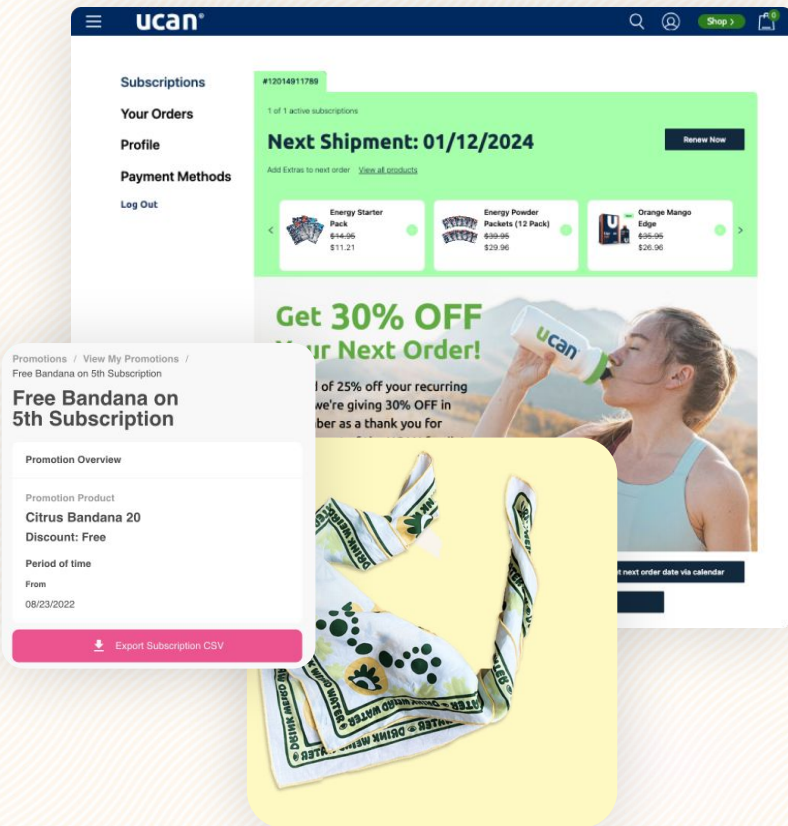
Optimizing Existing Subscriber LTV

Goal: Protect existing subscribers from sales-related churn

Show appreciation with a free gift

Offer a high value or exclusive discount on their next order vs. first-time subs

Pre-BFCM access to special items to build your subscriber list

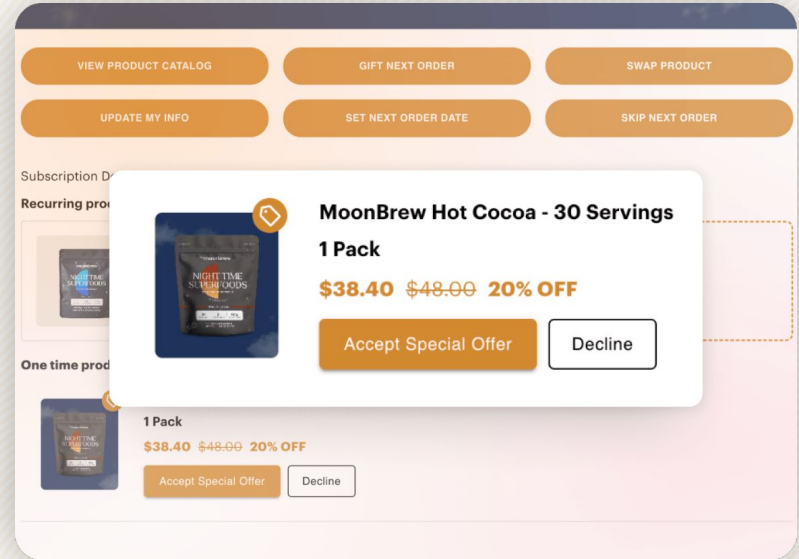


Upsell Opportunities to Boost AOV

Goal: Boost existing subscriber AOV during BFCM

Upsell existing subscribers on new products during BFCM

Provide exclusive discounts unavailable to OTPs



Tools to Bust Churn & Boost AOV



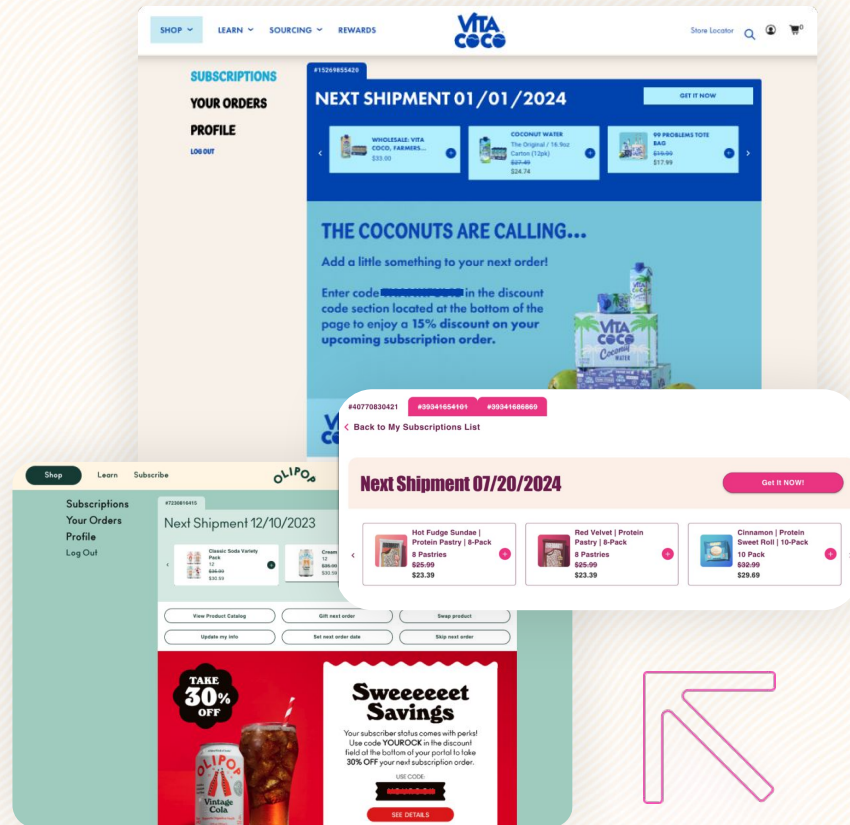
Tools to Bust Churn & Boost AOV

In-Portal Banners

- Celebrate subscribers with a thank you discount
- Offer a juicier discount than your BFCM sitewide deal

Add-on Carousel

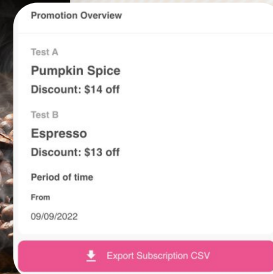
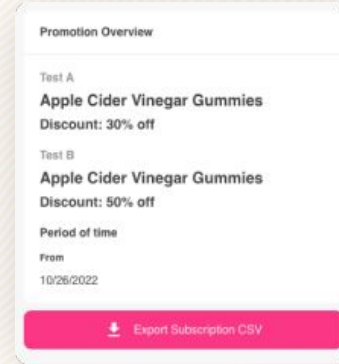
- Feature exclusive deals or limited-time SKUs
- Announce these add-ons with your Banner Ad



Tools to Bust Churn & Boost AOV

ExperienceEngine

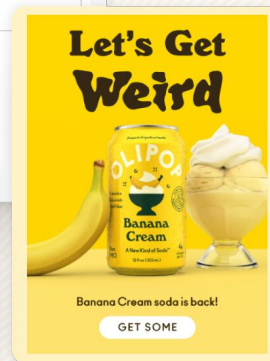
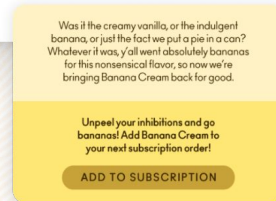
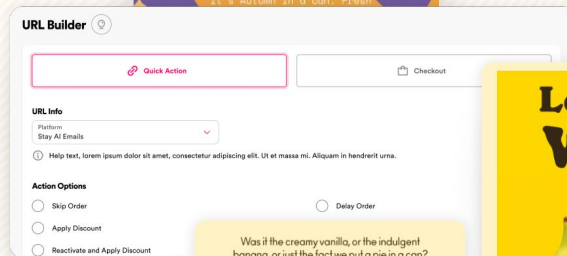
- Target strategic points in the subscription journey to test and determine if a free gift would impact churn
- Identify the right percent discount to maximize subscriber AOV and the business' bottom line.



Tools to Bust Churn & Boost AOV

Quick Actions

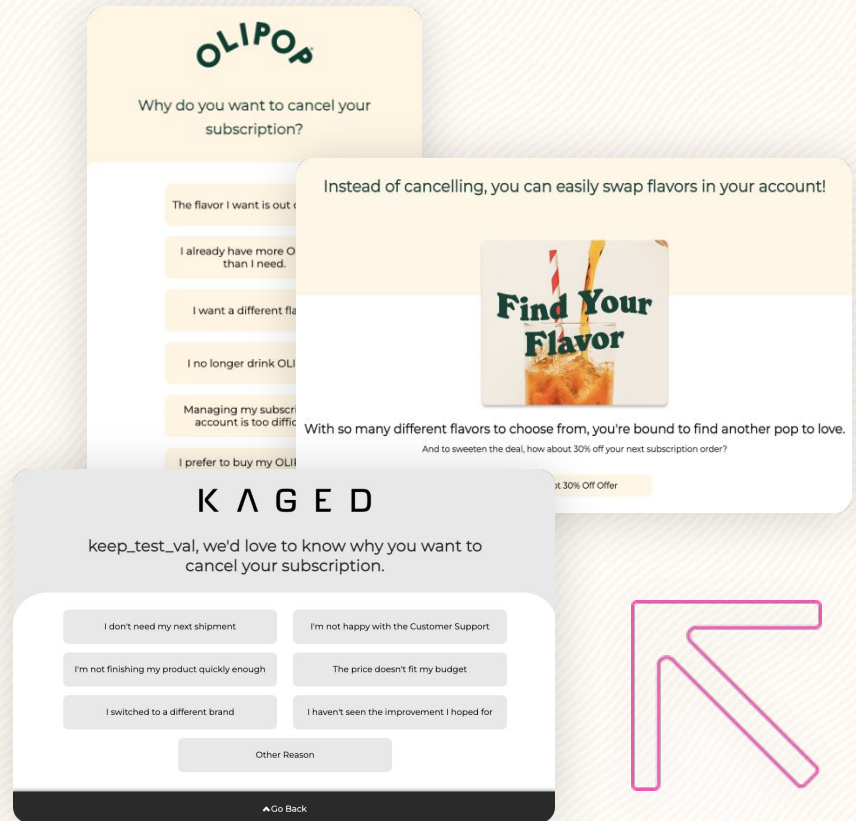
- Our deep Klaviyo integration allows you to build flows and segment off any subscription event
- Track email attribution to see which campaigns generate new subscribers
- Track which CTAs can reactivate subscriptions or add one-time orders with just a click



Tools to Bust Churn & Boost AOV

RetentionEngine

- Cut churn by up to 47% with advanced machine learning
- Live learning models continuously improve flow performance



New BFCM Subscribers



2 Approaches for New Subscribers

1. Offer a One-time Subscription Discount for First-time Orders

- Offer a deep BFCM entry offer
- Automatic discount
- No changes to Selling Plan

2. Change the Selling Plan

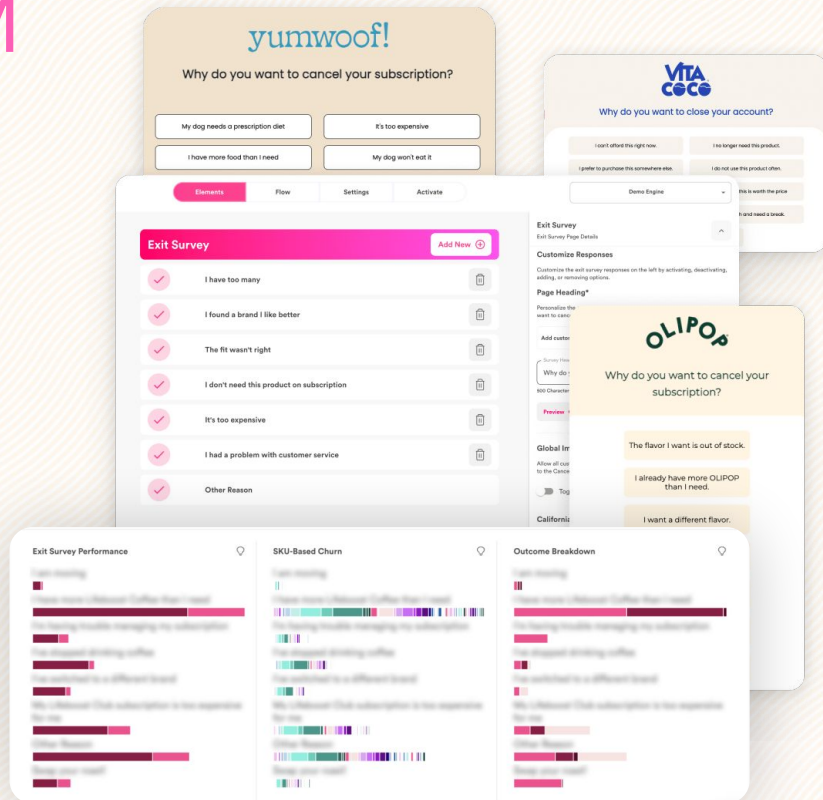
- Lock subscribers in to the discounted rate indefinitely

The screenshot displays the ucan.com website interface. The top navigation bar includes the ucan logo, a search icon, a user profile icon, and a 'Shop' button. The main content area is divided into a left sidebar with links for 'Subscriptions', 'Your Orders', 'Profile', 'Payment Methods', and 'Log Out', and a main content area. The main content area features a green header with the text '1 of 1 active subscriptions' and 'Next Shipment: 01/12/2024'. Below this, there are three product cards: 'Energy Starter Pack' (\$11.21), 'Energy Powder Packets (12 Pack)' (\$29.96), and 'Orange Mango Edge' (\$26.96). A large promotional banner for 'Get 30% OFF Your Next Order!' is displayed, with a woman drinking from a ucan water bottle. The banner text states: 'Instead of 25% off your recurring order, we're giving 30% OFF in November as a thank you for being a part of the UCAN family! Use code [redacted]'. A product detail overlay is shown in the foreground, displaying 'Best Sellers Variety Pack' with a price of \$25.08 (original price \$30.59 crossed out) and a BFCM offer of -\$5.51. The overlay also shows 'Delivered every 4 weeks' and a 'View subscription' link. Below the overlay, there are two radio button options: 'One-Time Purchase' for \$35.99 (12 Cans) and 'Subscribe & Save' for \$30.59 (12 Cans). The 'Subscribe & Save' option includes benefits: 'Save 15% on every subscription', 'Free shipping in the contiguous US', and 'No commitment, cancel anytime'. A pink arrow icon is located in the bottom right corner of the screenshot.

Retaining Your New BFCM Subscriber Cohort

Optimize Your Cancellation Survey Reasons

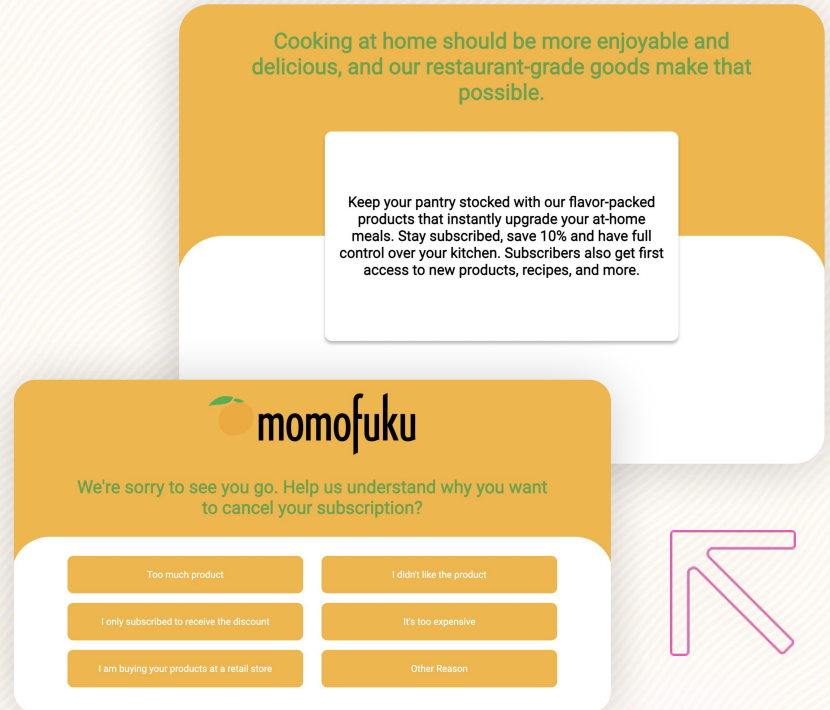
- Address the deal shoppers
- Identify subscription reasons and incentivize them to stick around



Retaining Your New BFCM Subscriber Cohort

Create Relevant & Enticing Cancellation Treatments

- Offer a tailored BFCM follow-up discount to deal-shoppers
- Understand their rationale and keep them around



Winbacks & Passive Churn



Winning Back Churned Subscribers

Segment & Winback Churned Subscribers

- Reactivate old subscribers prior to BFCM with exclusive offer or BFCM sneak peak
- Re-engaged churned BFCM deal shoppers with an exclusive discount or personalized offer

NOT DONE YET?
Come Back To Subscription.



Propolis-powered wellness delivered straight to your door.

[MANAGE YOUR SUBSCRIPTION](#)

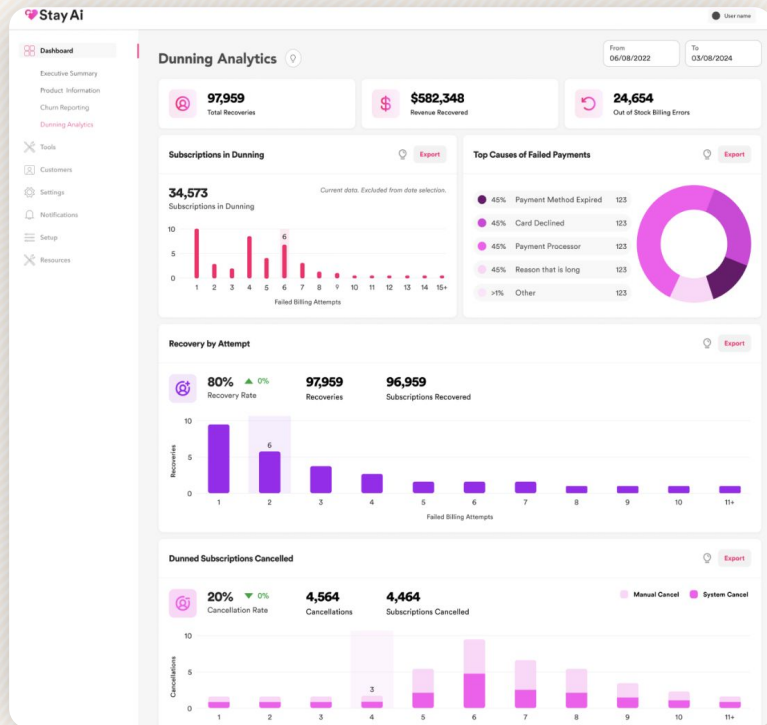
The advertisement features three BFCM products: a yellow box of Propolis Sinus Support, a yellow box of Brain Fuel, and a black jar of Complete Gut Health. A yellow spray bottle of Propolis Sinus Support and several white capsules are also shown. The background is a light yellow gradient.



Proactively Mitigate Passive Churn

Advanced Payment Recovery

- Spike in CC failures during BFCM period – uptick in swiping and unusual card behavior
- Proactively review your data around dunning, top causes of failed billing, and sub failures



Special Offer

Save \$200/month

