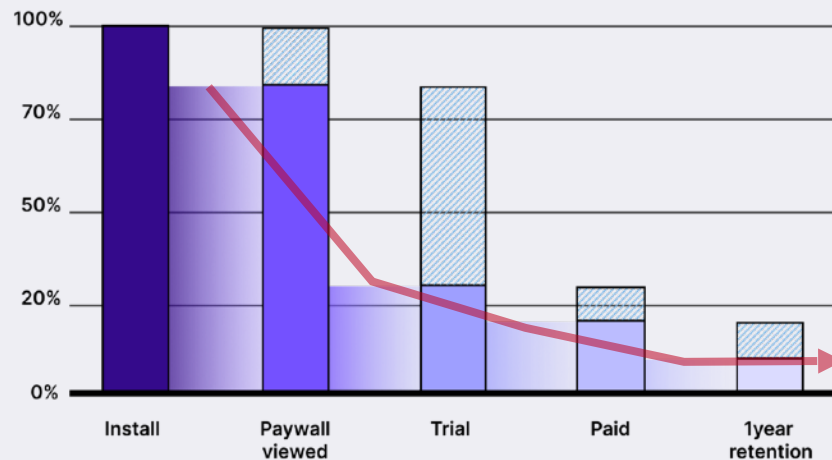# Agenda

1. New engagement & subscription attributes for building audiences

2. Advanced tactics & campaigns examples

Churns are everywhere

80% of DAU are lost during the first 3 days

25% of the apps are used only one time

80% of the subscribers subscribe on the first day

Purchasely

What does retaining users mean?

- Help them **understand the value** they can get from the app
  (onboarding & paywalls screens)

- Have them **try the premium membership**
  (conversion to trial)

- **Forge a habit** and convert them to loyal paid subscribers
  (conversion to paid)

- Keep them **engaged** on the long term, reward & retain them
  (by using the product regularly)

- **Avoid churn**
  (both involuntary and voluntary)

- **Win-back** past subscribers
  (if they got convinced once…. why not give it a second chance?)

What retaining users means

Install to Trial Started

Trial started to paid

Paid retention

Win-back

Purchasely

There is no one-size-fits-all approach to retention

Retention is all about personalization

How Purchasely can help with retention?

- By leveraging its no-code screen & paywall technology

- By tailoring the user experience to each specific group of users

- By providing **context** to **personalize** the **retention** strategies

- By providing **win-back** and **retention** enablers

What's new on the platform?

⭐ New engagement attributes   ⭐ New subscription attributes   ⭐ New audience capabilities
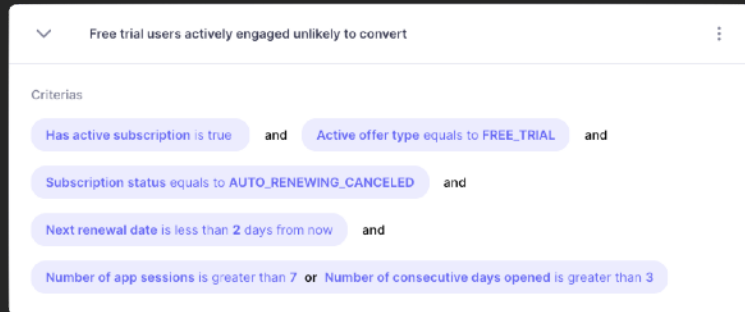
What's new on the platform?

⭐ New targeting capabilities

Advanced tactics & campaigns examples

Typical user journey & subscription lifecycle

User downloads app	User sees paywall(s)	User subscribes	User starts paying	Subscription renews	User cancels	Subscription expires

APP_INSTALLED · PRESENTATION_VIEWED · TRIAL_STARTED · TRIAL_CONVERTED · SUBSCRIPTION_RENEWED · RENEWAL_DISABLED · SUBSCRIPTION_TERMINATED

🎯 Activate, engage & convert to trial

🎯 Form habit & convert to paid

🎯 Keep engaged, reward, retain

🎯 Remain benefits & avoid churn

🎯 Reengage & win-back

Activate, engage & convert to trial

📊 **80% of subscribers** start their subscription on **Day 1**

💸 But those who don't can remain **free for a long time**…
Almost no chance to convert them with a standard offer!

🪄 Use **targeted discounts** to try to convert them…
… but not to everyone to avoid losing margin

#1 Target users who have **dismissed many paywalls** with exclusive discounted offers

Make the offer look **exclusive** and **limited in time**

#2 Target users who **already tried** the premium membership with **second chance** offers

Convert free trial users to paid

📊 Free trials only **convert at 60%** for top apps
(biggest retention drop)

📊 **35% of users disable** the **auto-renewing** during the free trial
(fear of the subscription pitfall)

🪄 Propose a **relevant offer** in **the right timing** to increase conversion to paid!

#1 Propose a **discount** for **engaged users**

Gives an incentive to make the premium membership look like a better deal!

#2 Propose a **free trial extension** for users who **did not engage enough with the app**

Gives more time to discover the premium benefits if they didn't have enough
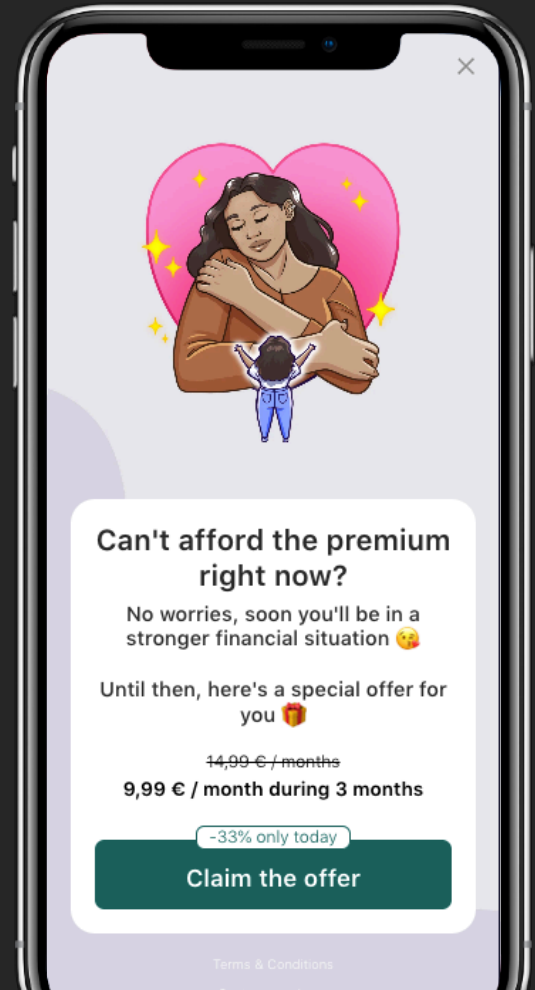
Can't afford the premium right now?

No worries, soon you'll be in a stronger financial situation 🥲

Until then, here's a special offer for you 🎁

~~14,99 € / months~~
9,99 € / month during 3 months

-33% only today

Claim the offer

Terms & Conditions

Keep engaged, reward & retain

📊 Year 1 retention is **twice better** for **yearly plans**
(40% for yearly vs 20% for monthly)
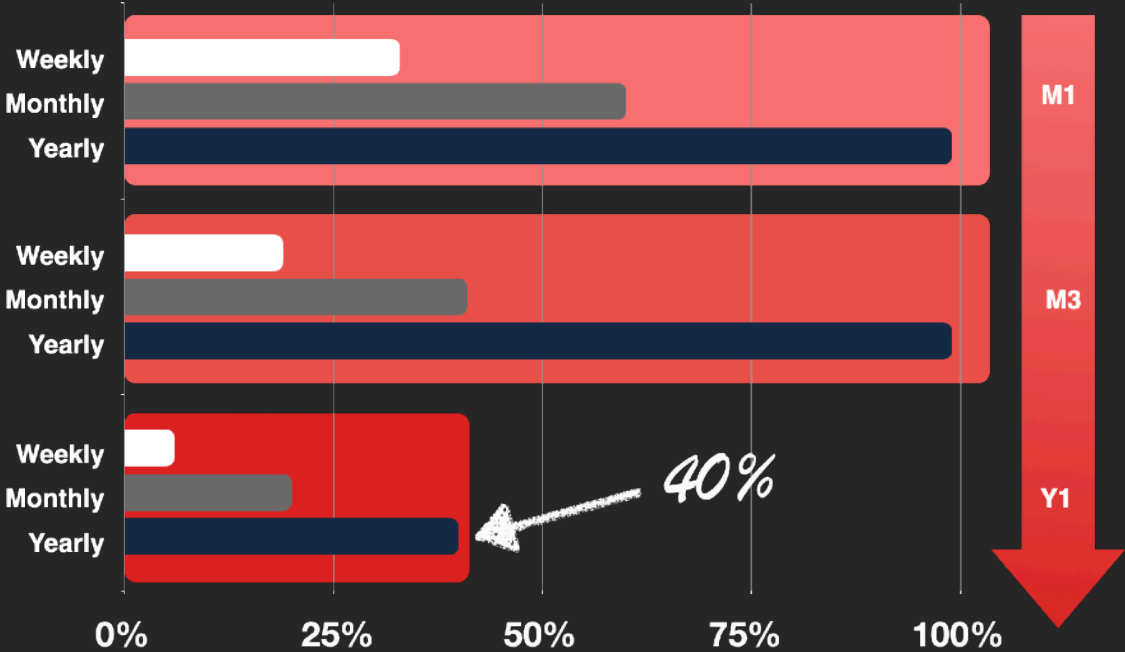
Keep engaged, reward & retain

📊 Year 1 retention is **twice better** for **yearly plans**
(40% for yearly vs 20% for monthly)

📊 **25%** of yearly subscribers **disable the auto-renewing**
(and forget to reenable it 1 year after and churn involuntarily)

🪄 Propose the **relevant offer/message** in the **right timing**

#1 Entice monthly subscribers to yearly plans once they've understood the value of the premium membership

Promote that they can save money or offer progressive discount

#2 Remind them the benefits of the premium membership before their anniversary when auto-renewing is disabled

Eventually leverage discounts as the renewing date get closer

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⚡ PLUS

Your premium membership will renew soon!
Reactivate it to avoid losing your benefits

Your Finary Plus benefits

✓ Unlimited Connections with more than 20,000 banks and investment platforms

✓ Personalized Insights: Fee Scanner, Dividend Tracker, Diversification Score...

✓ Access to Family Mode and Predict

✓ Early Access to new Features and priority Customer Support

Reactivate my subscription

Terms & Conditions
Restore purchase
Powered by Purchasely

Remind benefits & avoid churn

📊 With the downturn many users need to make arbitrations between all their premium memberships or can have insufficient funds when they are billed

🪄 Propose the relevant offer in the right timing to increase LTV

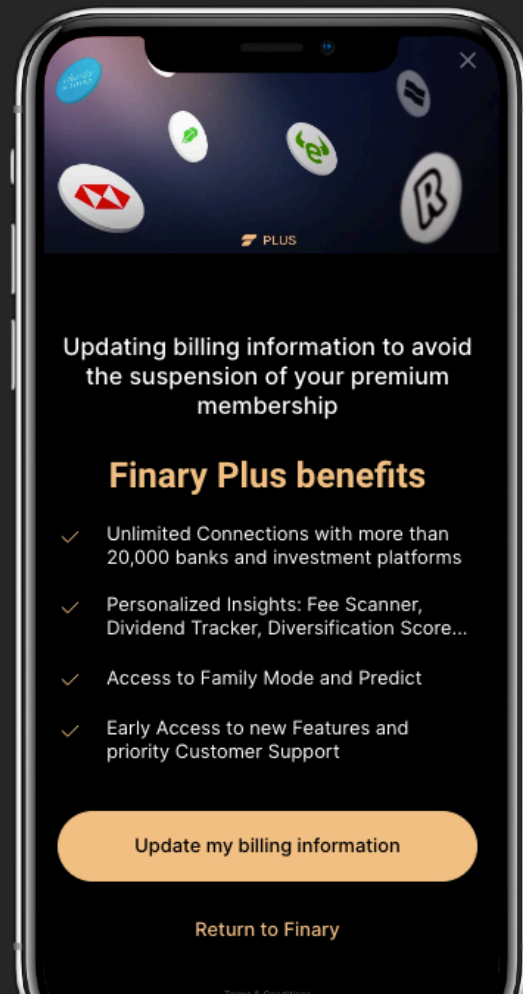**#1** Invite users in grace period to update their credit card to avoid losing the premium membership benefits

#2 Remind the benefits of the premium membership when auto-renewing is disabled and propose to compare plans

Eventually leverage discounts as the renewing date get closer

Reengage & win-back

📊 Reducing churn from 5% can increase revenue from 75%
(expired subscribers are easier to convert because they've already enjoyed the premium benefits)

🪄 Leverage win-back offers to convert past subscribers

#1 Propose past subscribers to benefit from a **new free trial**

By leveraging **promotional offers**

#2 Target **past subscribers** with **discounted offers** if they are still using the app

Make the discount progressively more agressive