

Agenda

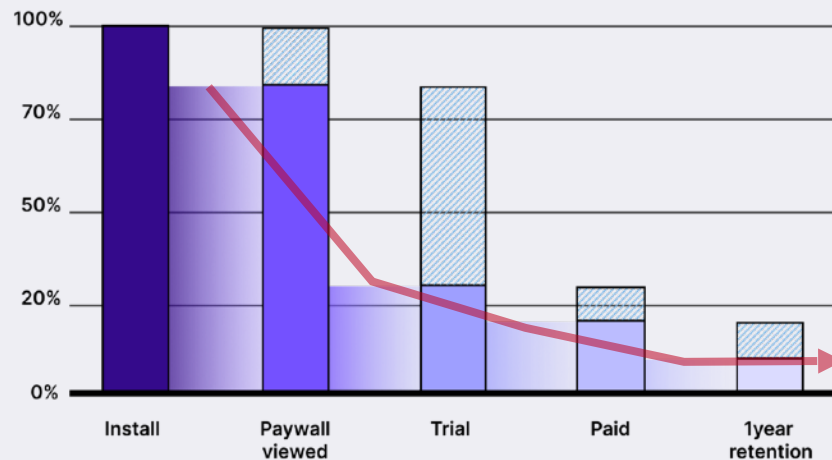
1. New engagement & subscription attributes for building audiences
2. Advanced tactics & campaigns examples

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



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



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

Built-in : Engagement Attributes

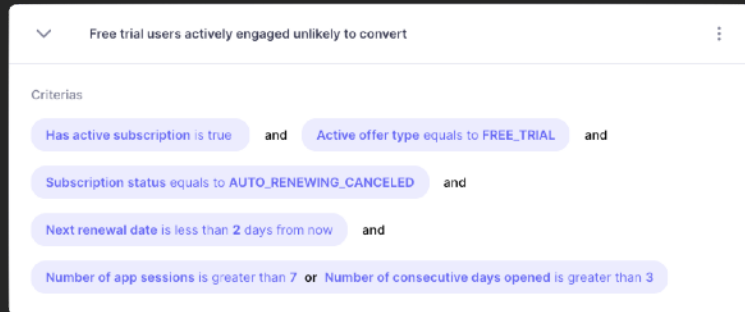
- Last app session date
- Last paywall / screen dismissed
- Last paywall / screen dismissed date
- Last paywall / screen displayed
- Last paywall / screen displayed date
- Last paywall converted
- Last placement converted
- Last placement displayed
- Number of app sessions**
- Number of consecutive days opened
- Number of paywalls / screens dismissed
- Number of paywalls / screens displayed

★ New subscription attributes

Built-in : Subscription Attributes

- Active offer type
- Active plan
- Active promotional offer
- Has active subscription**
- Has expired subscription
- Has non consumable (or lifetime sub)
- Next renewal date
- Start date
- Subscription status

★ New audience capabilities



Free trial users actively engaged unlikely to convert

Criteria

- Has active subscription is true and Active offer type equals to FREE_TRIAL and
- Subscription status equals to AUTO_RENEWING_CANCELED and
- Next renewal date is less than 2 days from now and
- Number of app sessions is greater than 7 or Number of consecutive days opened is greater than 3

What's new on the platform?

★ New targeting capabilities

- > Active premium users about to churn
- > Active yearly premium users with auto-renewing deactivated (14d to 5d before renewal date)
- > Active yearly premium users with auto-renewing deactivated (25d to 15d before renewal date)
- > Active yearly premium users with auto-renewing deactivated (less than 4d before renewal date)
- > Free trial users actively engaged unlikely to convert
- > Free trial users poorly engaged
- > Freemium users who dismissed more than 20 paywalls
- > Lost premium users
- > Premium users eligible for upsell from monthly to yearly

APP LAUNCH


ID `app_launch`

AUDIENCES	PAYWALLS
Freemium users who dismissed more than...	Freemium user conversion
Premium users eligible for upsell...	Upsell /2
Active yearly premium users with...	Year 1 reactivation
Free trial users actively engaged...	Retention - free trial - discounted offer
Free trial users poorly engaged	Retention - free trial extension
Active premium users about to churn	Cancellation confirmation
Lost premium users	Special offer
Everyone else	NONE

+ Customize for an audience

Advanced tactics & campaigns examples

Full Access.
Wallpapers +
Start plan

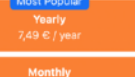

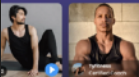


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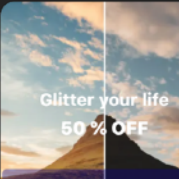
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Always subscribe with "Sign in"
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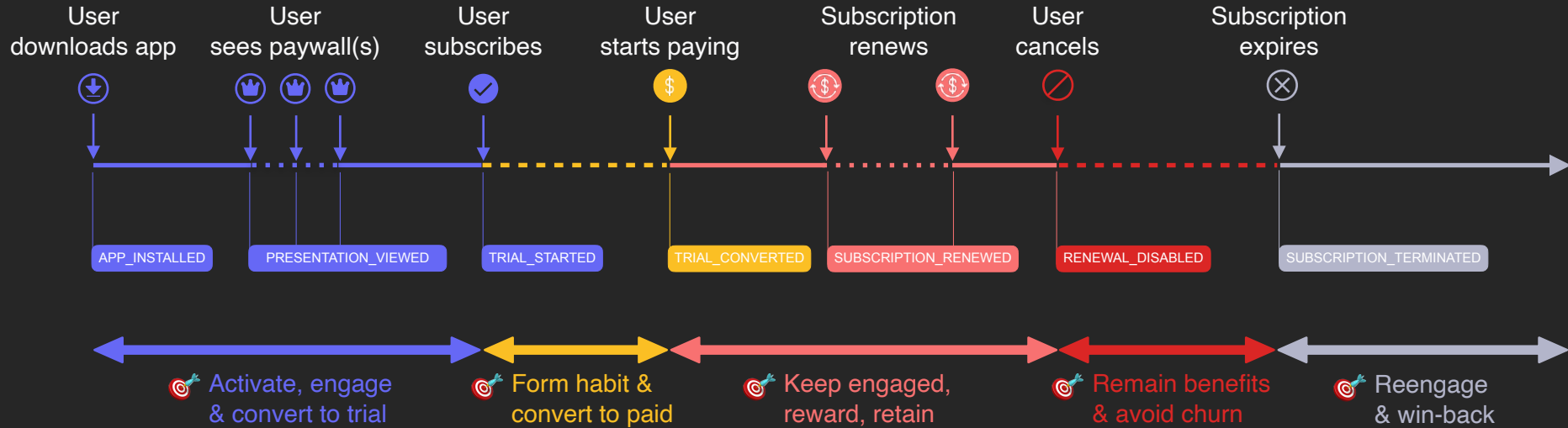
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Instantly match with them

1 month
€1.99 / month

3 months
€4.99 / 3 months
SAVE 28%


6 months
€8.99 / 6 months
SAVE 40%


Typical user journey & subscription lifecycle



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*)

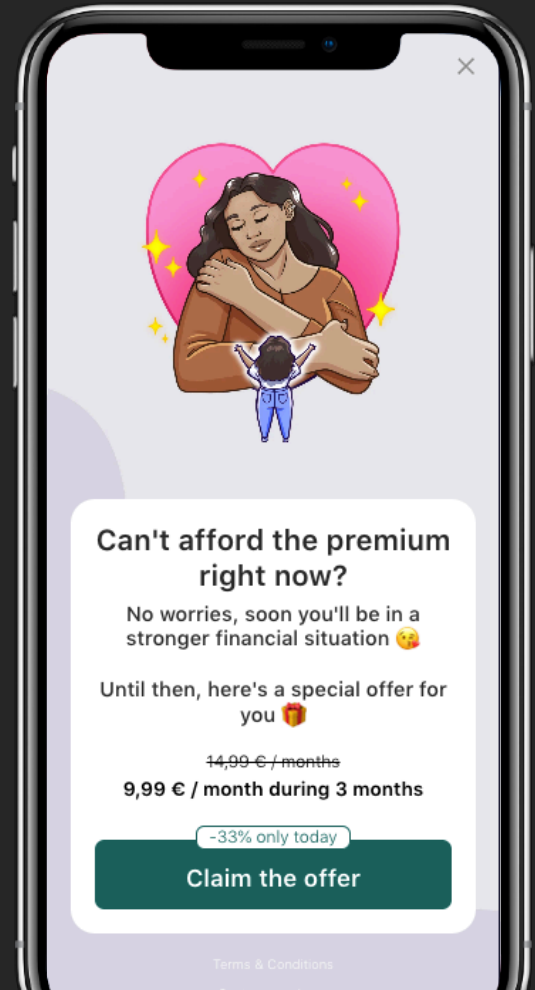
 Propose a **relevant offer in the right timing** to increase conversion to paid!

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

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

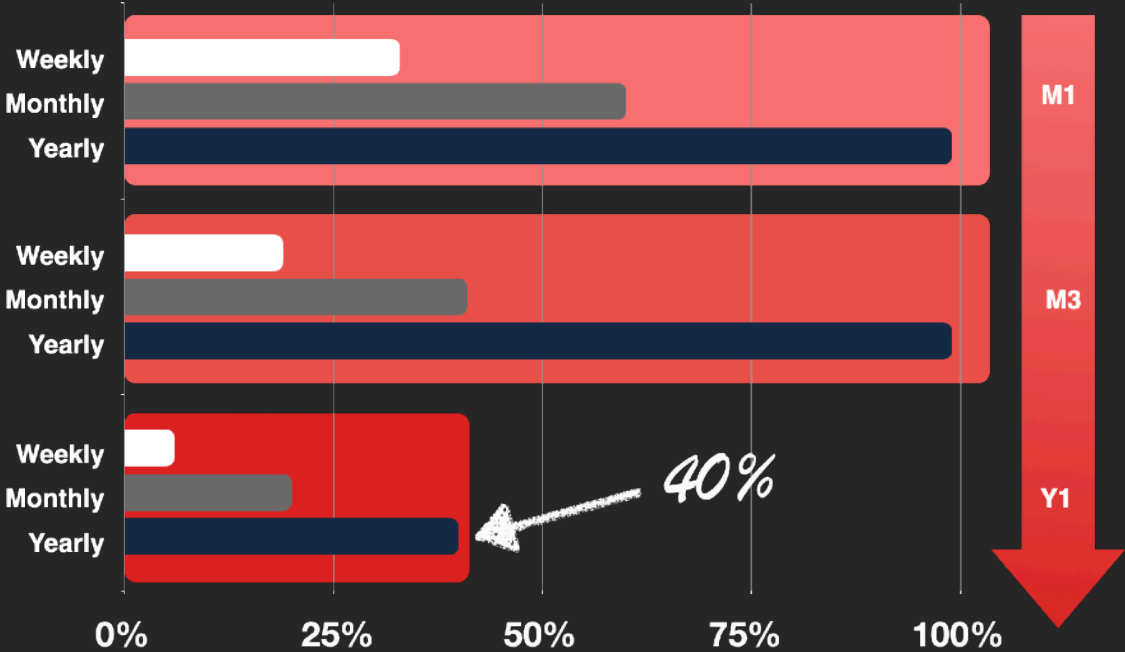
#2 Propose a **free trial extension** for users who **did not engage enough with the app**

Gives more time to discover the premium benefits if they didn't have enough




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 reenale it 1 year after and churn involuntarily)

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

#1

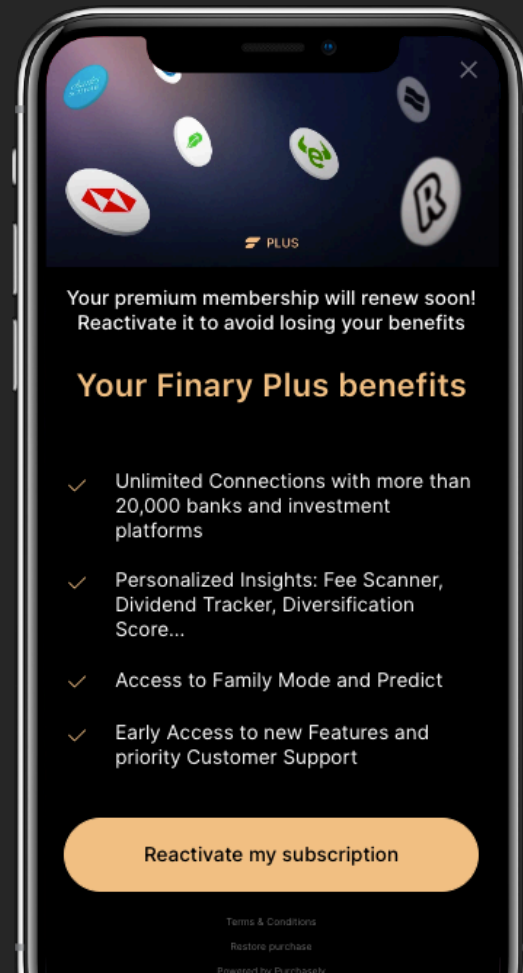
Entice monthly subscribers to yearly plans once they've understood the value of the premium membership

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



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

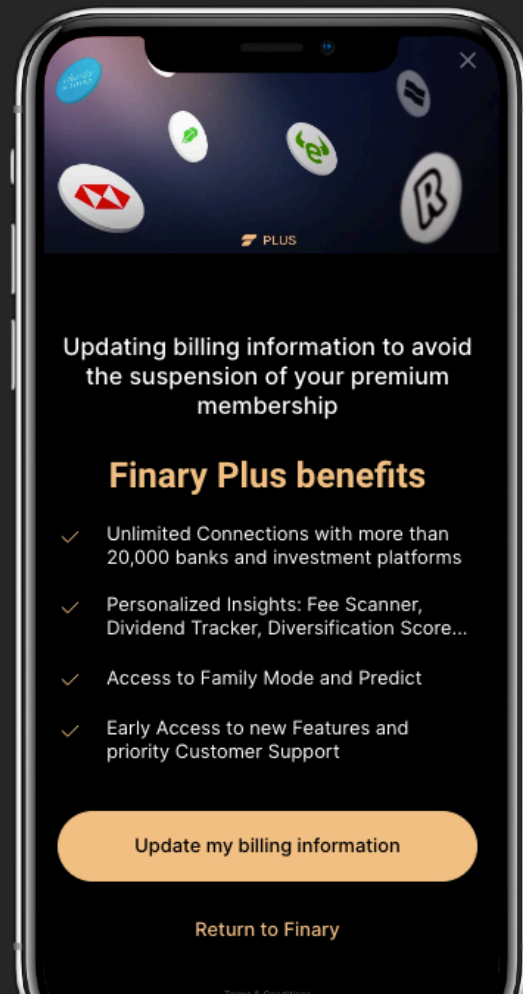
#1

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 aggressive