

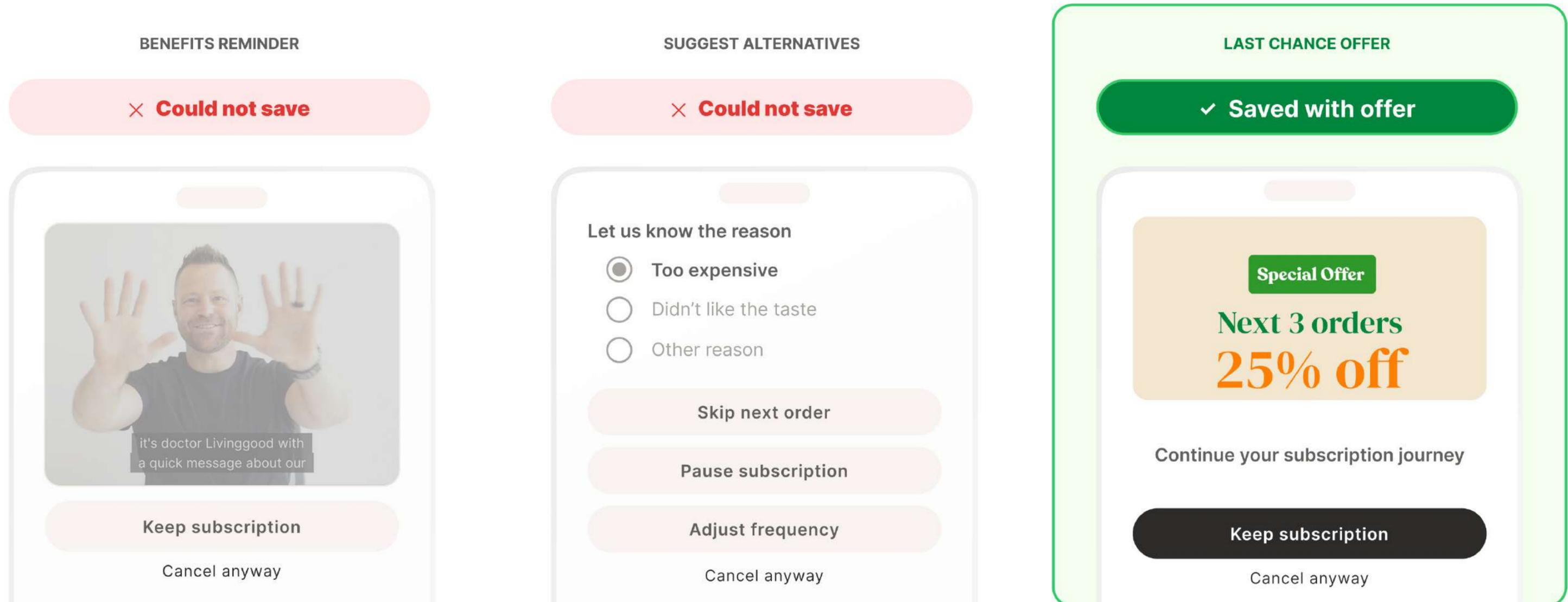
★ 5.0 star rated on  *shopify* app store

Cancellation offers that **save 2X more**

Based on **485K+** cancellation attempts across
50+ 8-figure brands

This **playbook** is about the last stage in the cancellation flow

Subscriber is one click away from cancelling and everything else has failed.



Without best practices -
the save rate at this stage is

6.05%

STANDARD PRACTICE

Here's an offer

10% off

Accept

Optimized offers leads upto

2X better save rate

Here are **6 key takeaways** from our analysis

Looking at 485k+ cancellation attempts

#1.

Higher discounts \neq proportionally higher save rates



5% OFF

2.88%
save rate

10% OFF

8.29%
save rate

25% OFF

SWEET SPOT

14.78%
save rate

40% OFF

16.64%
save rate**INSIGHT**

Start with 25% as your default offer to ensure maximum saves while protecting your margins.

#2.

Offer discounts on multiple upcoming orders



INSIGHT

Extending the discount duration
triples the save rates.



Discount applied to
Next 1 order only

7.36%
save rate



Discount applied to
Next 2 orders
2.96x LIFT

21.78%
save rate



Discount applied to
Next 3 orders
1.66x LIFT

12.22%
save rate

#3.

Discounts + free gifts work better



INSIGHT

Bundling offer types outperforms single offers.

10.08% save rate

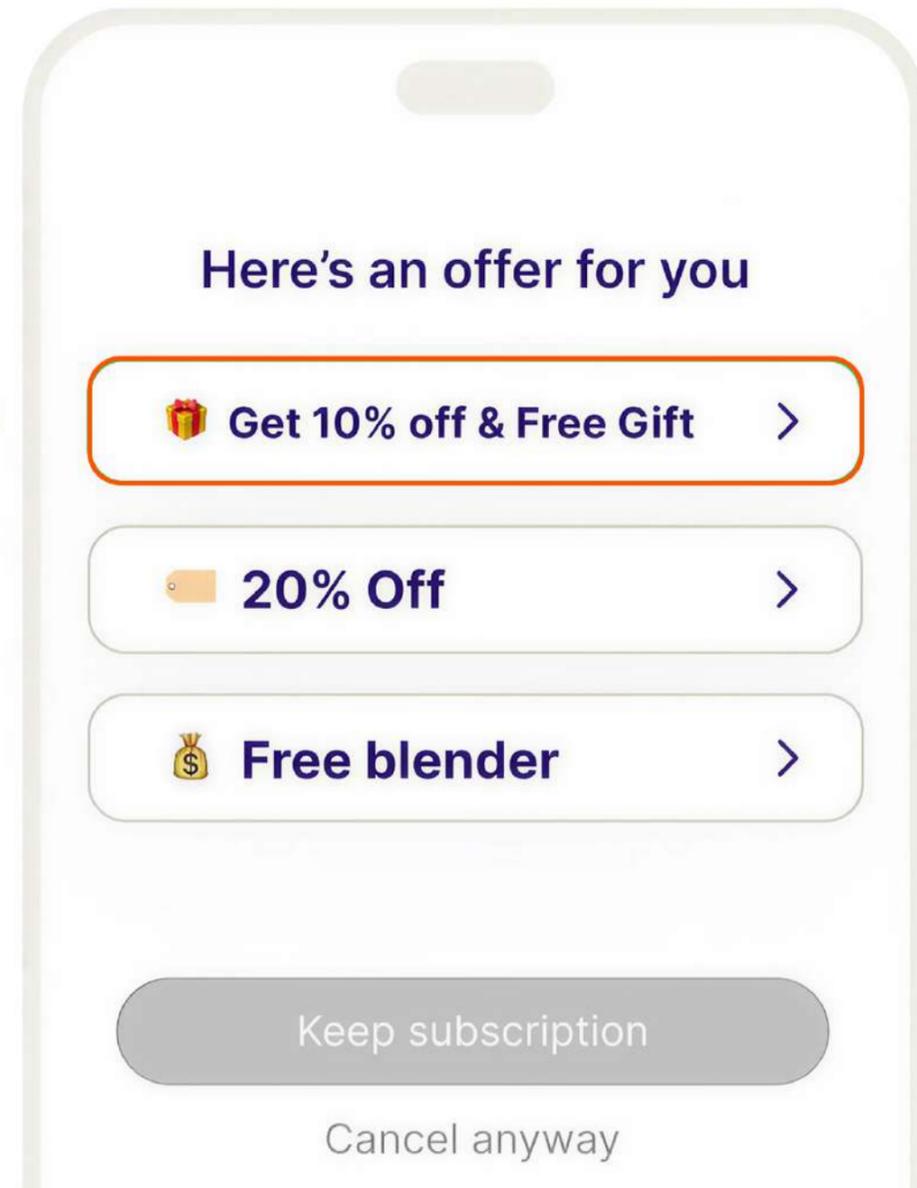
 Discount + Free Gift

8.39% save rate

 Discount Only

7.64% save rate

 Free Gift Only



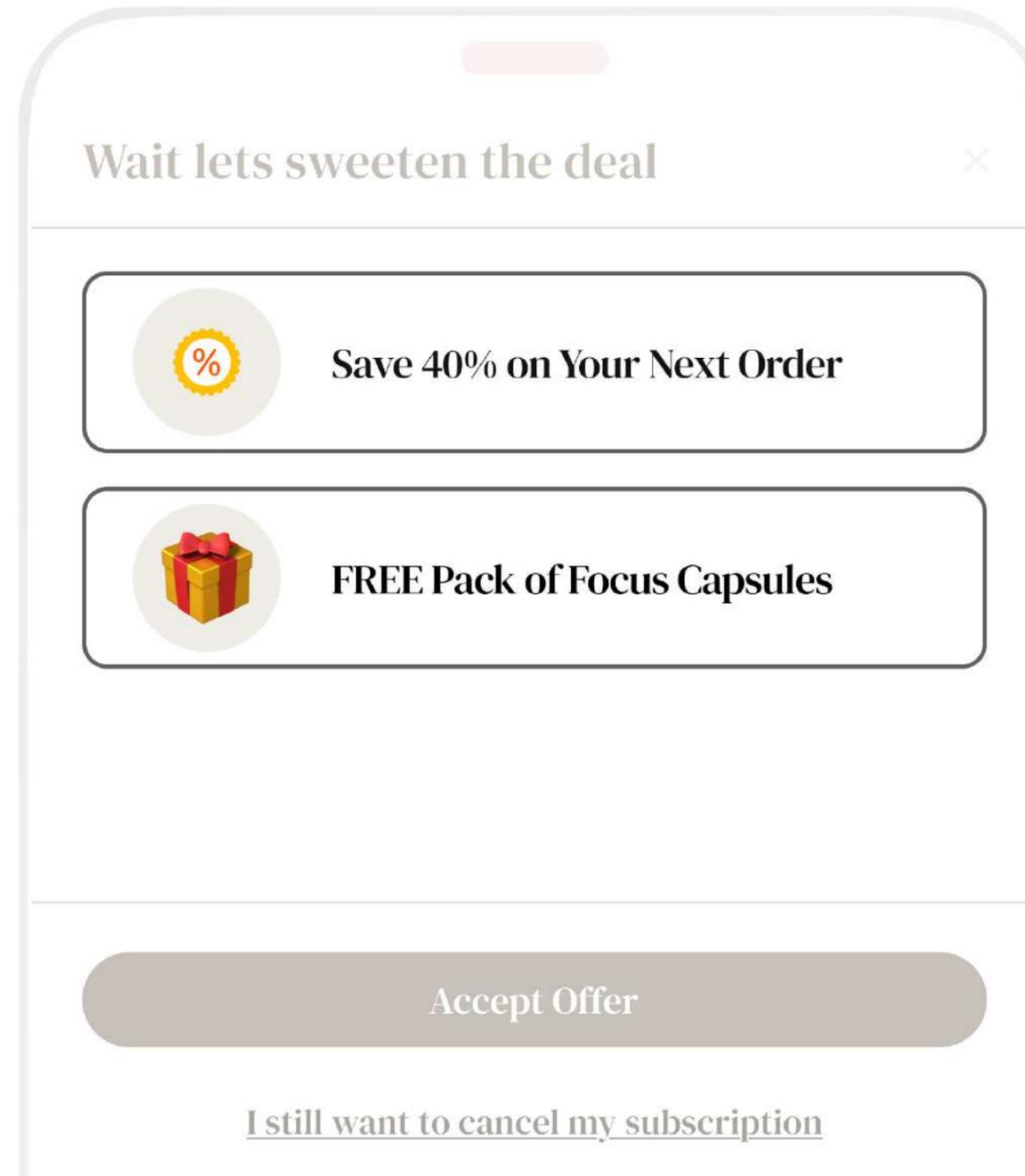
#4.

Give them a choice to choose between offers



INSIGHT

Choice to choose between different offers increases save rate by 10%



+10%

Higher acceptance rate

- ✓ Customers feel in control
- ✓ Different offers appeal to different motivations
- ✓ Discount vs Free Gift preference varies by customer

#5.

Run **multiple offers**, not just one



INSIGHT

A/B test cancellation offers to uncover which offers save the most.

Test between gift v/s discount, discount A v/s discount B OR gift A v/s gift B.

**1 offer****4.50%**

save rate

**2 offers****BEST****14.66%**

save rate

**3-4 offers****9.89%**

save rate

#6.

Personalized messaging outperforms generic templates

GENERIC

7.2% save rate

Wait! Here's an offer
Get a discount on your next order.

25% off
on your next order

Accept offer

PERSONALIZED

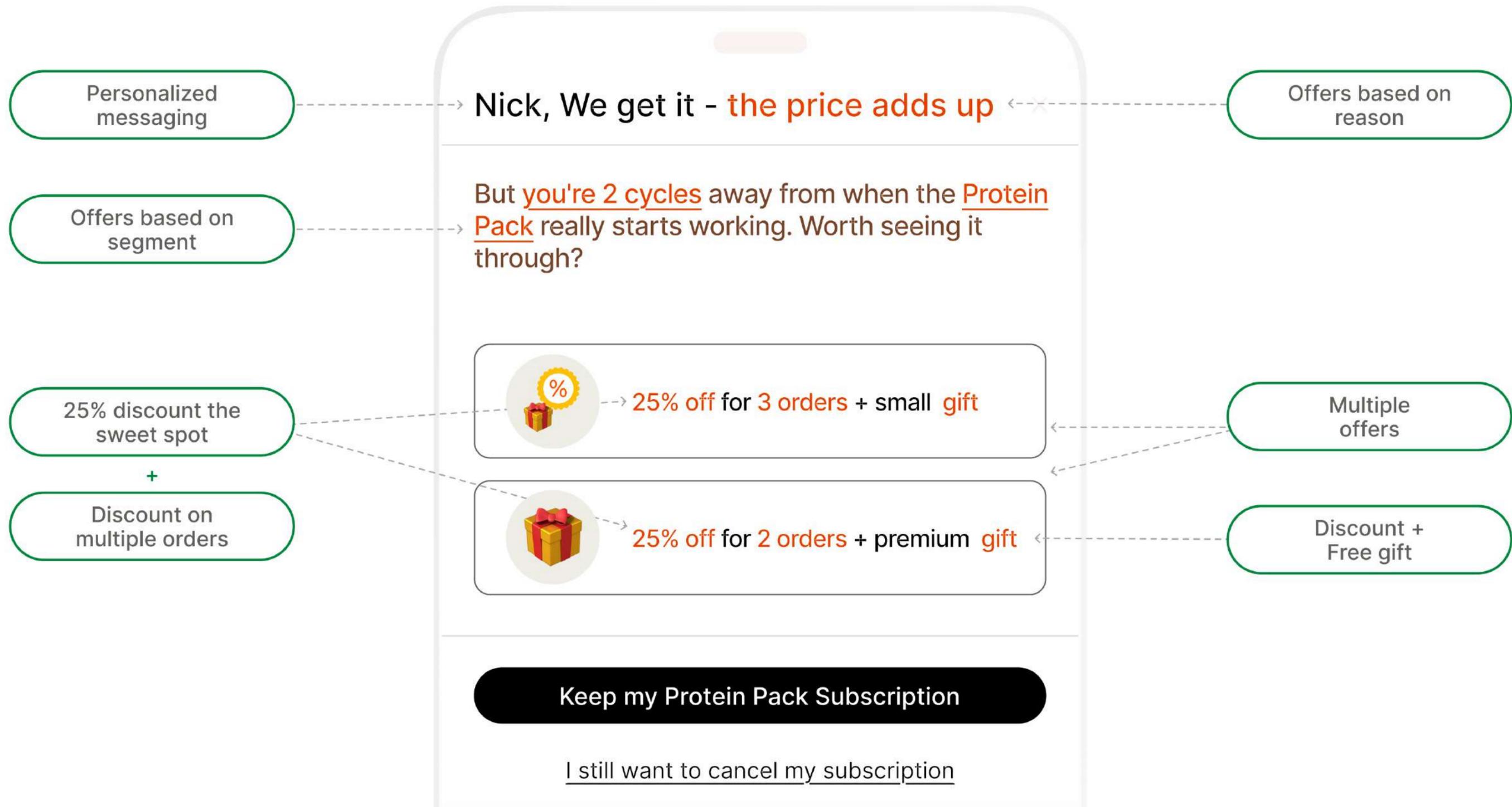
1.8x lift in save rate

Hey Sarah,
we get it - the price adds up
But you're 2 cycles away from when the Protein Pack really starts working. Worth seeing it through?


25% off
on your next 3 orders

Claim my discount

The winning strategy



Category benchmarks

Know what "good" looks like for your industry



TOP

FOOD & DRINK

8.54%

save rate

Free samples work well.
Focus on taste/variety.



HEALTH & FITNESS

7.11%

save rate

Extended discounts tap into
health goals and
commitment.



BEAUTY

5.32%

save rate

Discounts outperform free
gifts in this category.



PET

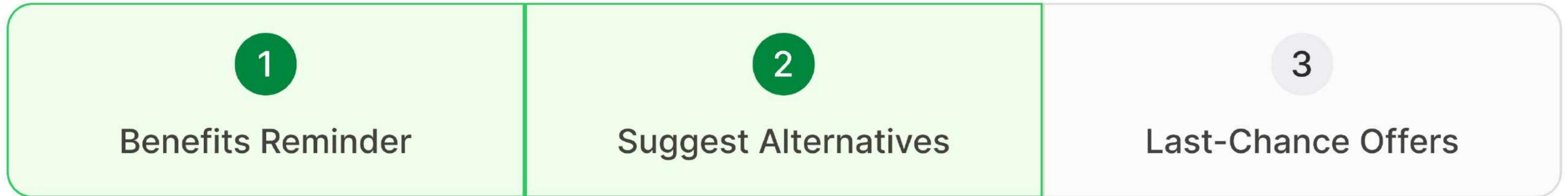
4.13%

save rate

Hardest to save.
Try 30%+ discounts for
price-sensitive segments.

This data was just from the 'Last Chance Offer' stage

Your cancellation flow has **two stages** before the last chance offer



**See what you're
leaving on the table**

before you even offer a discount

[Book your audit](#)