



The cross-channel
personalization platform

Vertical Insights

Retail Subscription Programs

We know subscription programs.

Retailers with subscription programs face unique challenges—from acquisition and replenishment to churn prevention and subscriber retention.

Listrak helps brands create personalized cross-channel experiences throughout the subscription lifecycle to drive recurring revenue.

La COLOMBE
COFFEE ROASTERS

tarte


ALASTIN



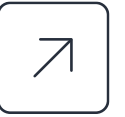
VALLEY VET
SUPPLY

Perricone MD

BIOSSANCE:.

BAM!
BOOKS-A-MILLION





How Subscription Programs are Evolving

Key trends shaping subscriber expectations,
retention, and recurring revenue.



Subscription Program Focus Areas and Trends

01

Subscription programs compete for share of wallet.

With 80% of adults subscribed to at least one service, retailers are competing across categories for a greater share of recurring consumer spend.

02

Former subscribers are a valuable growth audience.

Nearly 25% of new subscription signups come from former subscribers, making flexible cancellation and win-back strategies essential.

03

Subscribers expect flexibility.

Consumers increasingly expect the ability to pause, skip, swap, or modify subscriptions instead of canceling.

04

AI is improving subscriber service.

Retailers are using AI to streamline customer service and identify more relevant replenishment opportunities.

05

Subscriber messaging requires a different cadence.

Leading retailers are using segmentation and automated journeys to stay relevant without overwhelming subscribers with promotional campaigns.

06

Recurring revenue depends on ongoing value.

As acquisition costs rise, retailers are prioritizing retention, flexibility, and subscriber lifetime value.

07

Transactional messages are becoming engagement opportunities.

Order updates and payment reminders can reinforce subscription value, introduce products, and drive additional purchases.

08

Personalization strengthens subscription programs.

Relevant recommendations, tailored messaging, and easier subscription management help increase loyalty and recurring revenue.





Subscription Trend Report

The Value of Subscription Customers

The first subscription order is only the beginning. Subscribers continue to return, driving more orders and a growing share of overall volume over time.

Source: Recharge 2026 Subscription Trend Report. Data reflects Jan–Dec 2025; unless otherwise stated, metrics represent the median brand within each industry.

3X

more orders than non-subscribers

59%

of order volume comes from subscribers, up 6.3% YOY

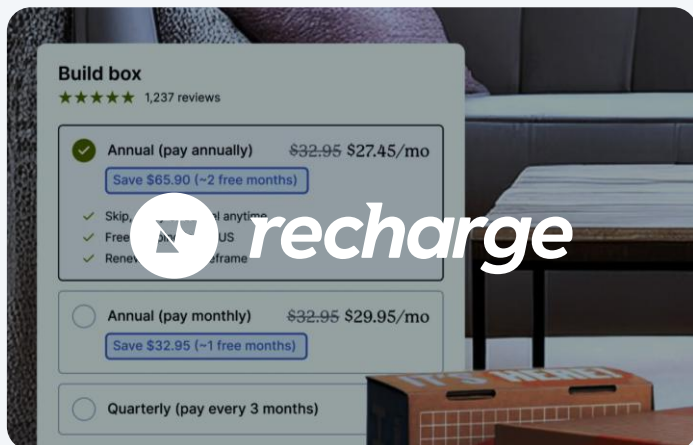
\$319

average subscriber lifetime revenue

Turn subscription events into personalized cross-channel journeys. →



The Biggest Subscription Opportunity Depends on the Category



Beauty & Personal Care

Existing subscribers are valuable, but conversion is weak

11%

of checkouts include subscription (-8.33% YOY)

53%

of revenue from subscribers

Health & Wellness

Strong intent, but retention pressure

28%

of checkouts include subscription

8.8%

churn

Food & Beverage

High engagement & improving retention

4.61

Avg. orders/subscriber

7.7%

churn (-4.94% YOY)

Home

Stable relationships, but frequency is softening

11%

avg. Orders/subscriber (-4.97% YOY)

3.9%

churn

Pet

Adoption is accelerating and subscriber value is strong

21%

of checkouts include subscription (+16.67% YOY)

59%

of revenue from subscribers





Strategies to Grow Subscription Programs

How leading retailers increase subscriber acquisition, retention, and recurring revenue.



Recommended Strategies and Tactics

The following strategies help retailers acquire more subscribers, reduce avoidable churn, and maximize subscriber lifetime value.



Grow Subscription Enrollment



Maximize Transactional Messaging



Replenishment Beyond Subscribers



Prevent Subscription Churn



Cancellation Recovery Journeys



Grow Subscriber Lifetime Value

Grow Subscription Enrollment

The first subscription order is often the biggest hurdle.

Leading retailers use subscription-specific incentives to encourage enrollment, then reinforce subscription value through savings, convenience, and personalized experiences.

Recommended tactics:

- Offer a first-order discount for choosing Subscribe & Save
- Feature subscription offers in popups and Welcome experiences
- Reinforce long-term subscription savings and convenience
- Promote subscription options on product pages and at checkout
- Personalize enrollment offers based on shopper behavior

Welcome Subscription Experience

9:16



Coastal & Co.

Coastal & Co.: Reply Y to subscribe to recurring automated personalized marketing alerts (ei. Cart reminders, new arrivals) from Coastal & Co.

Y

Coastal & Co.: Welcome to Coastal & Co.! Msg & data rates may apply. Msg freq varies. Reply HELP for help, STOP to cancel. Privacy: coastaland.co/privacy

Coastal & Co.: Hey friend! We're a small team that believes in easy living and ocean air. Enjoy 15% off your first order with code WAVE15

coastaland.co/gFdyOp0

First-order Subscription Incentive

WILD GROVE
SNACKS

Subscribe



Save 20%

on your first box

Sign Me Up

Get wholesome, delicious snacks delivered to your door on your schedule. Pause, skip, or cancel anytime. No commitments. Just really good snacks.

Sundays taste better

BROWNIE BRITTLE

Thin, crunchy, chocolatey perfection made with real ingredients. The ultimate better-for-you treat.



FRUIT & CASHEW BITES

Soft, chewy bites made with real fruit and cashews. Naturally sweet and perfect for on the go.

NUTTY GRANOLA

Crispy clusters, toasted nuts, and seeds. Pair it



Growth Strategies

Maximize Transactional Messaging

Transactional messages create reliable touchpoints throughout the subscription lifecycle.

For retailers limiting promotional campaigns to subscribers, transactional messages become valuable opportunities to reinforce value, recommend products, and strengthen subscriber relationships.

Recommended tactics:

- Add personalized product recommendations based on the subscriber's order or purchase history
- Feature relevant promotions, new products, or subscriber-only offers
- Use transactional engagement to strengthen segmentation and trigger follow-up journeys
- Encourage email or SMS opt-in to expand cross-channel engagement
- Reinforce account access and self-service subscription management

Do more with transactional messaging.

[See what's possible with Listrak + Recharge. →](#)

Promotional Order Confirmation

The email is for Lumie Beauty and features a pink and orange color scheme. At the top, it says "FREE SHIPPING ON ORDERS \$50+". The navigation bar includes "SHOP", "BUNDLES", "SUBSCRIPTIONS", "LEARN", and "ACCOUNT". The main heading is "Thanks for your order, Mia!" followed by "We're getting everything ready to ship." Below this is an "ORDER SUMMARY" section stating the order number is 1807121. The "PRODUCTS ORDERED" section lists "Radiant Skin Concealer - Light 2.5" (Quantity: 1) and "Soft Flush Cream Blush - Peony" (Quantity: 1). A "What's Next:" section contains three numbered points: 01. You'll get another email as soon as your order ships. 02. For maximum glow benefits, we recommend enjoying 1-2 products each day. 03. As a first-time subscriber, your order includes a free gift. Below this is a "Enjoy Your Free Gift!" section showing a Lumie Beauty product. The footer includes "Made with Purpose", social media links for @LUMIEBEAUTY, and a "LEARN MORE" link.

Personalized Product Rec

The email is for Everbloom and features a light blue and white color scheme with water droplets. The main heading is "Hi Sophia, we're packing up your order!" followed by "Sit back, we've got it from here." Below this is an "Estimated delivery by AUGUST 4" section. The "PRODUCTS ORDERED" section lists "Daily Greens Powder" (Qty 1). A "WE RECOMMEND ADDING" section shows a "Hydration Boost Electrolyte + Mineral Mix" with an "Add" button. Below this is a section titled "Packed with coconut water and essential minerals to help you stay hydrated and energized all day.*". The footer includes "SHIPPING ADDRESS" (Sophia Hayes, 842 Maplewood Lane, Charlotte, NC 28205) and "PAYMENT METHOD" (VISA **** 4242). The bottom section features three icons: "Clean Ingredients", "Fast & Reliable", and "Made with Care".

Replenishment Beyond Subscribers

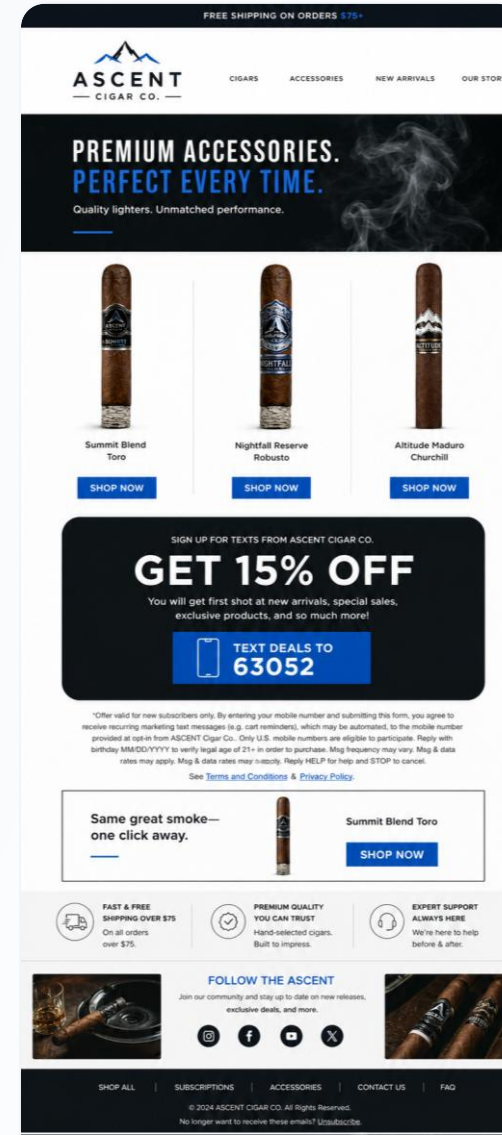
Some of your best customers will never become subscription members—and that's okay.

Replenishment marketing helps retailers stay connected with repeat purchasers who prefer to buy on their own schedule. By using purchase history and predictive timing, brands can remind customers to reorder when they're most likely to need a refill.

Recommended tactics:

- Trigger replenishment messages based on predicted reorder timing
- Personalize reminders using purchase history and product usage
- Pre-populate carts to simplify repeat purchases
- Introduce subscription benefits without requiring enrollment
- Extend replenishment across Email, SMS, onsite, and direct mail

Email Replenishment Promotion



Personalized Reorder Reminder



Prevent Subscription Churn

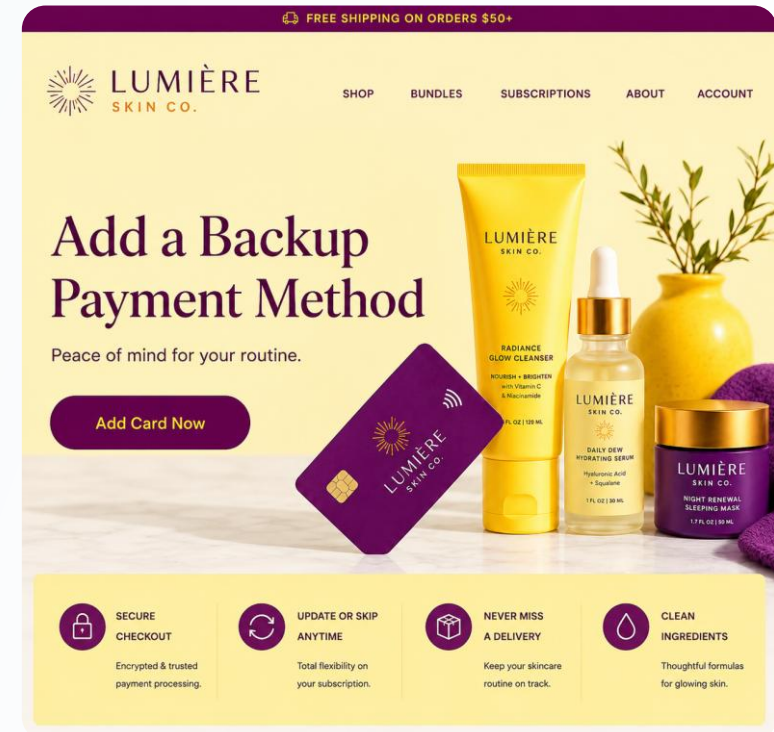
Not all subscription churn is intentional.

Expired cards and failed payments can end otherwise healthy subscription relationships. Proactively encouraging subscribers to add or update a backup payment method helps keep recurring orders active and reduces avoidable revenue loss.

Recommended tactics:

- Encourage subscribers to add a backup payment method before an issue occurs
- Trigger reminders when a card is approaching expiration
- Make payment updates easy from Email, SMS, and account pages
- Clearly explain how backup payment methods prevent interrupted orders
- Follow up quickly when a payment fails
- Utilize Listrak predictive analytics in segment entry events for those At Risk

Proactive Backup Payment Reminder



Billing

Jordan Mitchell

[Edit](#)

shop 4242

VISA

Expires 08/27

+ Add backup card

Your payment information is securely stored and encrypted.

Growth Strategies

Cancellation Recovery Journeys

Understanding why subscribers leave creates opportunities to bring them back.

Not every cancellation has the same cause. Tailoring follow-up messaging based on why helps retailers deliver more relevant offers, reinforce value, and improve win-back rates.

Recommended tactics:

- Capture cancellation reasons before a subscription is canceled
- Personalize recovery journeys based on why the subscriber left
- Recommend alternatives such as pausing, skipping, or adjusting delivery frequency
- Reinforce the value of the subscription with relevant offers or product recommendations
- Trigger win-back campaigns when subscribers are ready to return

Win-back Offer

NORTHBOUND
SKIN CO.

SKINCARE BEST SELLERS BUNDLES SUBSCRIBE

\$5 TO GET BACK IN ACTION

FREE SHIPPING

FACE WASH
EXFOLIATING CLEANSER WITH CHARCOAL & RETINOL

DAILY MOISTURIZER
HYDRATE & PROTECT
+ HYALURONIC ACID

DAILY FACE CREAM
REPAIR & RESTORE

Get started with the Back in Action Bundle for just \$5. Includes our Face Wash, Daily Moisturizer, Daily Face Cream, and a free shipping. Plus a subscription that keeps you stocked with your daily essentials every month.

START YOUR SUBSCRIPTION

YOUR BACK IN ACTION SETUP

FACE WASH
EXFOLIATING CLEANSER WITH CHARCOAL & RETINOL

DAILY MOISTURIZER
HYDRATE & PROTECT
+ HYALURONIC ACID

DAILY FACE CREAM
REPAIR & RESTORE

PRICE: **\$5.00**

Your routine's been on the back burner—\$5 is all it takes to get back to healthy, confident skin.

LOCK IT IN FOR \$5

FREE SHIPPING
On all U.S. orders.

DELIVERED MONTHLY
Your daily essentials, delivered to your door.

EASY TO MANAGE
Pause, skip, or cancel anytime.

NORTHBOUND
SKIN CO.

Lifecycle Transition

8:02

OFFICIAL GRADUATE

littlesip

OFFICIAL GRADUATE

Ethan Williams

GRADUATING LITTLESIP CLASS OF 2025

You have officially completed your studies in First-Year Feeding and are hereby awarded the LittleSip Graduate diploma. Having mastered the essentials, you are now ready to embrace the toddler years to come. Let the journey from cap and gown to sippy cup and beyond begin.

Sarah Hamilton

SARAH HAMILTON
FOUNDER & CEO, LITTLESIP

littlesip.com

Grow Subscriber Lifetime Value

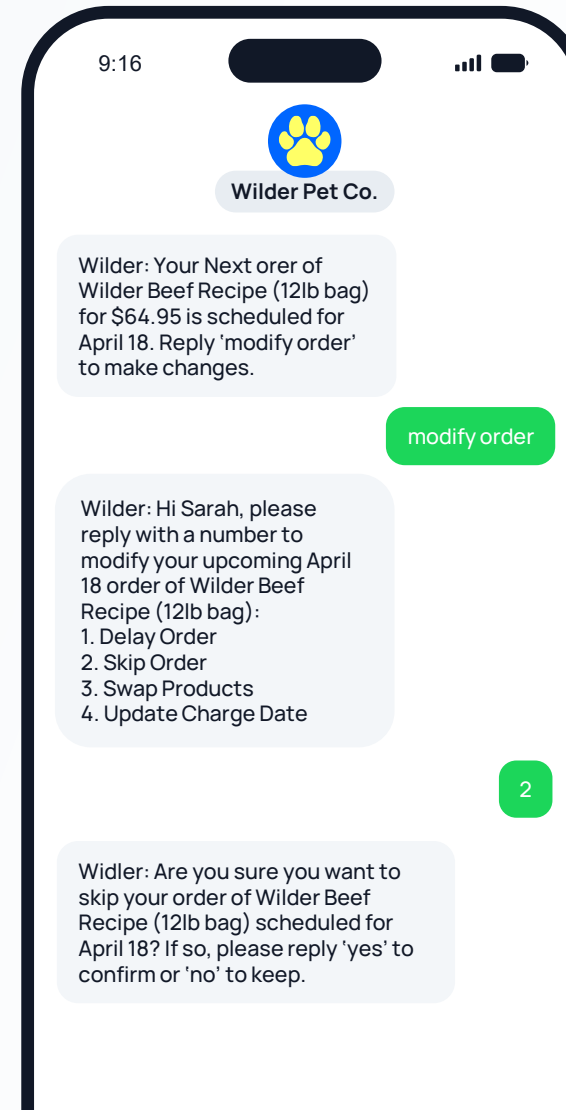
Subscription value extends beyond recurring orders.

Leading retailers strengthen subscriber relationships by making subscriptions easier to manage, rewarding loyalty, and introducing relevant products that drive long-term engagement.

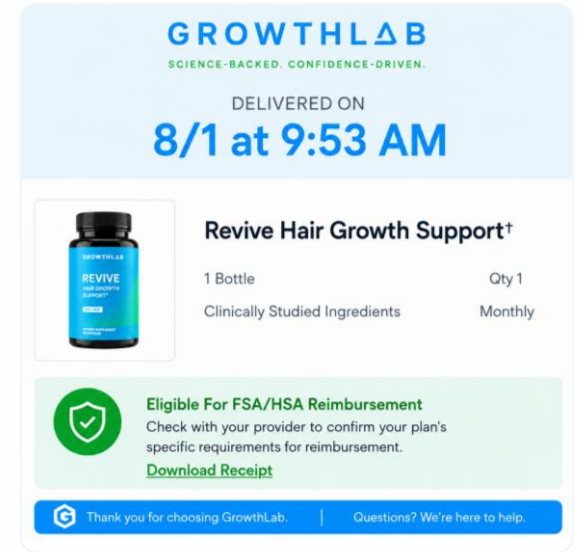
Recommended tactics:

- Reinforce subscriber savings throughout the customer experience
- Enable subscribers to manage subscriptions through two-way SMS
- Promote complementary products and additional subscriptions
- Encourage multiple subscriptions with exclusive offers or rewards
- Simplify customer experiences with helpful tools, such as FSA receipt downloads

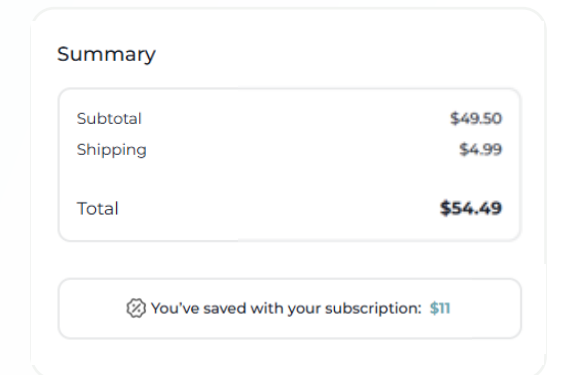
Welcome Subscription Experience



FSA Receipt Download



Subscription Savings Reminder





Ready to **Elevate** Your Digital Marketing?

Listrak delivers personalized experiences across Email, SMS, Push, Web, In-Store, and emerging channels like RCS from a single platform.

Contact us:

info@listrak.com

Existing Clients:

connect with your Account Manager

Support:

<https://support.listrak.com>

