

# 8 Ways Media Brands Are Driving Subscriber Growth



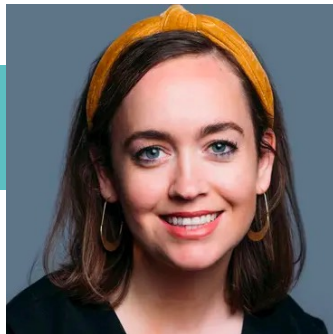
Sarah McCredie,  
Director of Product Marketing,  
Recurly

# 8 Ways Media Brands Are Driving Subscriber Growth



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# UPCOMING EVENTS CALENDAR

MEMBER MEET-UP

**Wednesday**  
**MAY 4 @ 12 PM**

WEBINAR

**THURSDAY**  
**MAY 12 @ 1:30 PM**

EXECUTIVE ROUNDTABLE

**TUESDAY**  
**MAY 17 @ 1 PM**

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Price Increase at  
Midnight on Sat. April 30th

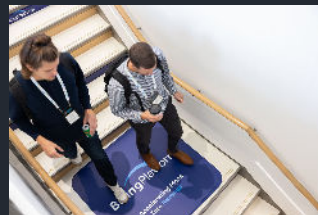


**Actionable Insight and  
Advanced Strategies for What's Next**

**Join us in New York City or via Live Stream.**

Main Conference is November 9-10

Pre-Conference Boot Camps is Nov. 8th



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# 8 Ways Media Brands Are Driving Subscriber Growth



Sarah McCredie,  
Director of Product Marketing,  
Recurly

### Let's Get Started

NAME

Daniella Isaac

PHONE

(555) 634-2209

Next →

PAUSED

\*\*\*\* \* 8653

CARD HOLDER EXPIRES


Daniella Isaac 01/23

✓ PLAN UPGRADED

Welcome Back Daniella!

Reactivate

Click above to resume



# Deliver the best subscriber experience



1. **Brand**
2. Options
3. Payments
4. Experience
5. Renewals
6. Combatting failed transactions
7. Going global
8. Optimize



**“I don’t need them to  
buy today, I need  
them to buy  
tomorrow.”**

-Laurie Truitt, VP Global Consumer Growth  
**TIME**

## Beyond the subscription

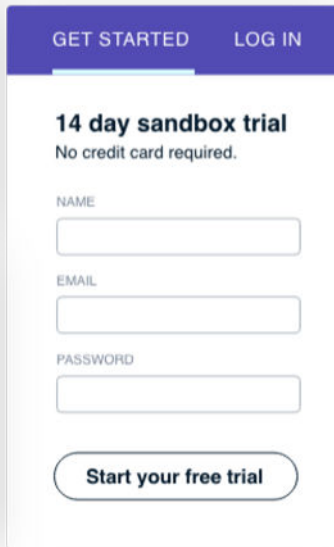
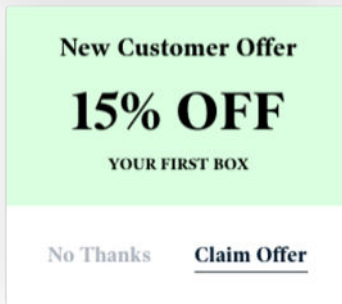
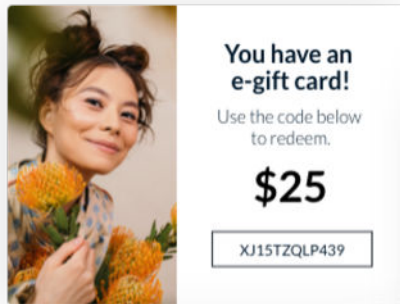
- Events
- Registration vs. paywall
- Partnerships
- Social good
- Brand building



1. Brand
- 2. Options**
3. Payments
4. Experience
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# Not a one-size-fits-all approach

- Discounts
- Blend physical + digital
- Product diversification
- Ecommerce
- Bundles
- One-time + recurring
- Micropayments
- Donations

A user registration form. At the top is a purple header bar with "GET STARTED" (underlined) and "LOG IN". Below the header, the text reads: "14 day sandbox trial" and "No credit card required.". There are three input fields labeled "NAME", "EMAIL", and "PASSWORD". At the bottom is a rounded button that says "Start your free trial".

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# Payments as a growth strategy

- Venmo
- Multiple payment methods on file
- Crypto
- Global considerations
- 10% lift w PayPal
- Backup gateways

## A world of payment methods



## Global payment gateways



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# Subscriber experience

- Upgrade, downgrade, add-ons, pause, gift
- Customer support
- Unexpected value
- Build community
- Multi-device + multi-channel
- Live vs. on-demand
- Engage outside of seasonal content





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# Here's your Twitch Recap

2020.  
Enough said.

In fact, you deserve a gold star just for showing up. Or at least an email. Well, here it is.

Check out your 2020 #TwitchRecap. And get hyped for this year.

## You tuned in

Thank you. Because if no one's watching, this site makes zero sense. 🙄

YOUR TOP WATCHED CATEGORIES



#1  
PaymoneyWubby  
141 hours



#2  
lucwig  
7 hours



#3  
moister1tkal  
7 hours

## You turned up

With your support 🍷, your words 🗨️, and tiny little heads 🐼

NUMBER OF CHATS SENT

670

MOST USED EMOTE



#1  
wubbyWave  
68 times



#2  
FortOne  
26 times



#3  
wubbyTrain  
22 times



#4  
wubbyPag  
20 times



#5  
wubbySack  
18 times



#6  
wubbyBerry  
17 times

YOUR SUBSCRIPTIONS



GreysonHaskell  
2020-08-21



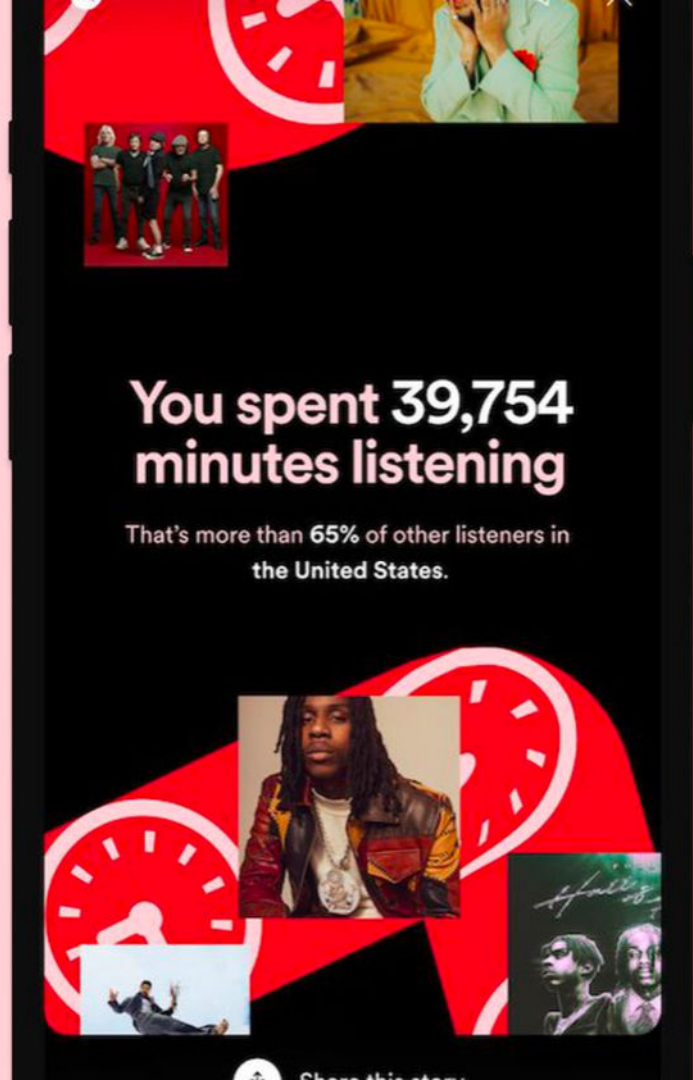
LootinLarry  
2020-02-21

# Renewal opportunities

- Remind them of value
- Opportunity for feedback/engagement
- Cancellation experience
  - Are you sure?
- Create renewal journey
- Segment based on engagement



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# Recover failed payments

- Need visibility
- Leverage automation + technology
- Before, during, and after
- Dunning best practices

**13%**

transactions at risk

**2,000+**

reasons a card fails

**12 mths**

subscriber stays if saved



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# Global growth

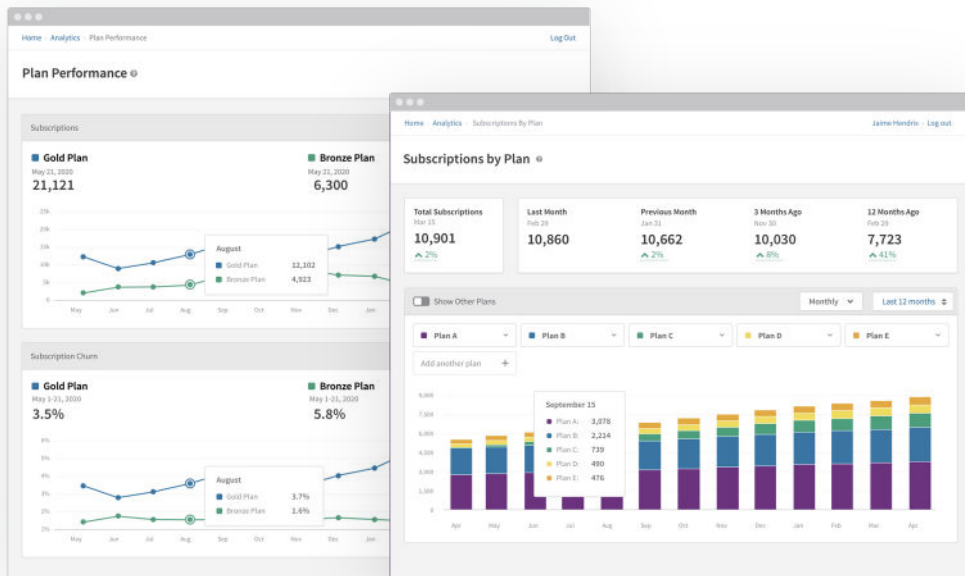
- **Tax + compliance considerations**
- **Payment methods**
- **Localized content + communications**
- **Test pricing**



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# Always be testing

- Checkout
- Cohort analysis
- Promotions
  - 50% off vs. 1 month free
- Trials
- Ramp pricing
- Monthly vs. annual





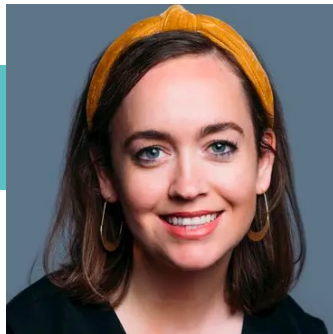
Q & A

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