

# How to Engage Subscribers via Their Banks



Erica Katsambis  
VP of Sales, Partnerships & Solutions  
supporting Subscription-based Businesses  
Minna Tech

# SUBSCRIPTION **insider**

Insight to grow profitable subscription businesses.



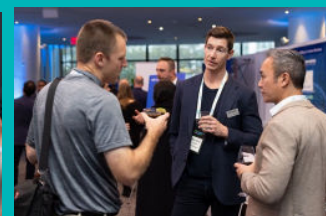
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Join us in New York City or via Live Stream.

November 9-10

*Pre-Conference Boot Camps is Nov. 8<sup>th</sup>!*



## GRAND KEYNOTES



### ***"Thriving Through Change"***

NICHOLAS THOMPSON  
The Atlantic

### ***"Monetization Shift"***

JOHN PINEDA  
Boston Consulting Group (BCG)

### ***"State of the Subscription Industry"***

KAREN WEBSTER  
PYMNTS.com

DARRYL HICKS  
FlexPay



### ***"Keys to Scalable Subscription Success"***

DR. MARCO SARICH  
keylight

### ***"ARR You Crazy? Secrets of Subscription-Company M&A"***

DENNIS BERMAN  
Lazard

JOHN MCGOVERN  
Grimes, McGovern & Associates

### ***"The Secret Behind Adobe's Continued Recurring Success"***

MATT WEGNER  
Adobe



## Track Keynotes



### ***"[STRATEGY KEYNOTE] Battling Black Swans: Downturns, Disease and Disruptions"***

DIANE PIERSON  
Innovate on Purpose

### ***"[MARKETING KEYNOTE] State of Subscription Marketing"***

LEO FASCIONE  
Boston Consulting Group (BCG)



### ***"[PAYMENTS KEYNOTE] Payments and Profitability"***

PAUL LARSEN  
Optimized Payments



*Pre-Conference*  
**SUBSCRIPTION BOOT CAMPS**



*Featured Sessions*



**"HOW TO COMPLY WITH  
SUBSCRIPTION REGULATIONS"**

LISA B. DUBROW, ESQ.  
Attorney

MARC ROTH, ESQ.  
Cobalt Law



**"HOW TO EXCEL AT  
SUBSCRIPTION D2C OPERATIONS"**

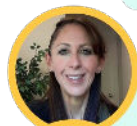
PAUL JARRETT  
BULU



**"HOW TO  
POWER YOUR PAYMENTS"**

SHARON GROSS  
Optimized Payments

BRAD SMITH, AAP  
Nacha



**"HOW TO RETAIN  
YOUR SUBSCRIBERS"**

ROBERT SKROB  
Robert Skrob



Which One Won? Tearing Down Growth  
Experiments from Subscription Leaders

Demystifying Digital Wallets for Subscription Businesses

Using Data to Drive Renewals

On-Boarding: The Secret to Creating a Subscriber for Life

VISA Briefing: Compelling Evidence

How To Raise Prices Now

Going Global: A Master Class in What You Need to Know

The Future of Fraud and Chargebacks

Omnichannel Subscription Marketing Case Study

How to Achieve Better Approval Rates

How AllTrails, TIME, and BarkBox Burned Churn

How to Market In Our Cookieless Future

Why you need to have a CSO (Chief Subscription Officer)

Extending Customer Long-Term Value with Subscriptions

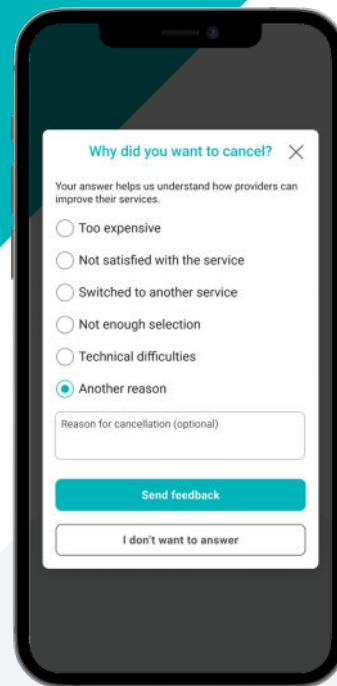
# How to Engage Subscribers via Their Banks



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# Why you need to engage subscribers in banking apps

Erica Katsambis  
VP Sales, Partnerships & Solutions





# Our credentials:

## Big brands trust us to deliver value

Minna's infrastructure & subscription management APIs connect banks, subscription businesses and consumers

- **We invite** subscription businesses & subscription billing platforms to join our infrastructure
- **Your** subscription service can be present within a banking app
- **Live bank operations:** EU, UK & US
- **Serving** 20 million + consumers
- **Compliant:** PCI-DSS Level 1, ISO 27001, SOCII,
- **Authorised:** AISP & PISP

Trusted since 2016 by



Awards



Winner Best  
BankTech 2021

BUSINESS  
INSIDER

Top 5 Global  
BankTech 2021



Top 20 European  
FinTech 2021

adigen x rnw  
**TECH5**

Top 5 Swedish  
FinTech 2020





Consumer &  
banking  
behaviour  
has changed



Right now, you  
could retain more  
customers

1 in 5 cancel via a  
bank



Cancellations  
via a bank =  
a blocked bank  
card



# Subscription loss is hitting your bottom line

*Illustration:*



Today,

**1,095**

Consumers tried to cancel their subscriptions via their bank, **BUT** they had their bank card blocked



Which will equal

**85K**

blocked bank cards by the end of the year



A full year will see this number go up to at least

**400K**

blocked bank cards

**Cancellations via a bank = Blocked bank cards**



# Consumers are struggling as the cost of living soars

**91%**

of consumers have reported an increase in living costs, inflation is near a 40-year high (Forbes)

**43%**

consumers are scaling back holidays and entertainment because of the cost of living crisis (FT)

**1 in 2**

consumers are spending more on subscriptions than last year (Minna)

Forbes – October 2022

Financial Times – October 2022

Minna survey – October 2022



Not all  
cancellations  
are the same





# Subscribers are demanding more

*"Savvy snackers"*



*"Super-switchers"*



*"The Remorseful"*





# Subscribers are demanding more

*“Savvy snackers”*



**80%**

of churned customers who try to resubscribe  
do so within 3 months

**80%**

would prefer to pause in a bank app than cancel

Source: Minna insights (2022)



# Subscribers are demanding more

*“Super-switchers”*

**76%** of consumers say  
they will continue current levels  
of content consumption



**80%** of consumers say  
they would prefer to change  
plan in a bank app than cancel

Source: YouGov Report UK (June 2022), Minna insights (2022)



# Subscribers are demanding more

**57%**

month on month increase in cancellations as a price increase takes effect

**86%**

would prefer take up an discounted offer in a bank app than cancel

*"The Remorseful"*



Source: UK bank data , Minna insights, 2022



Which persona do you recognise within buying behaviour insights for your own subscription service?

*"Savvy snackers"*



*"Super-switchers"*



*"The Remorseful"*



# POLL

**Which persona do you recognize within buying behavior insights for your own subscription service?**

- Savvy snackers
- Super switchers
- The remorseful
- All
- None/ not relevant



Subscribers  
want flexibility  
and omnichannel



Get closer  
to where  
your  
customers  
are

**1/3**

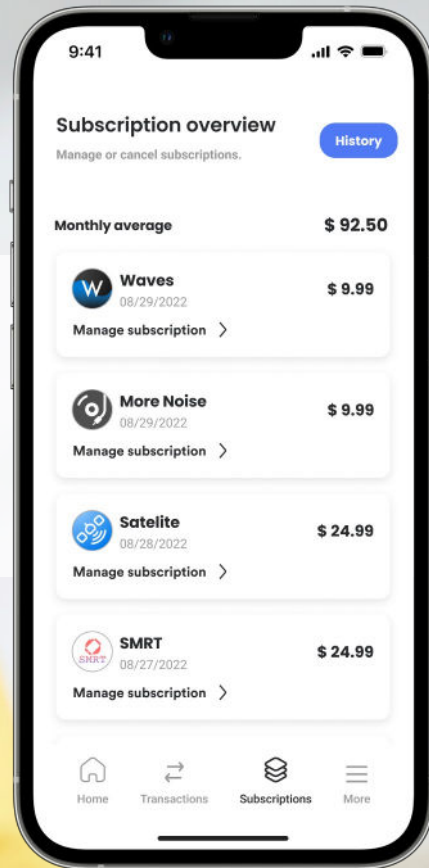
of UK consumers  
trust their bank  
more since the  
onset of COVID-19

**99%**

of Gen-Z use a  
mobile bank app  
for everyday  
banking

**#3**

subscription  
management  
is a top 3 banking  
app feature  
consumers want



[Forrester](#), [Chase and CNBC \(2022\)](#), [Minna Survey \(2022\)](#), [Deloitte \(2020\)](#)





# The problem and the solution



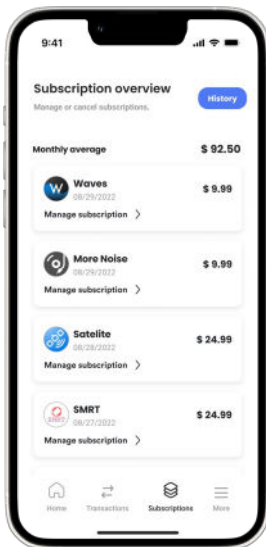
# Cancel via a bank – Block journey

## Payment block for 13 months

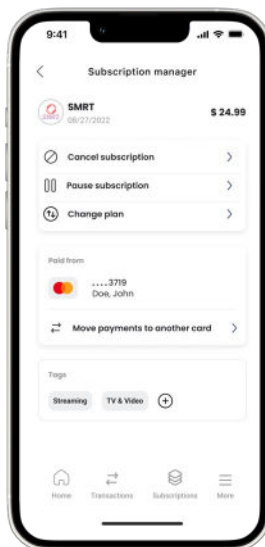


**Cancel only**  
**Default journey:**  
For merchants not on Minna's infrastructure

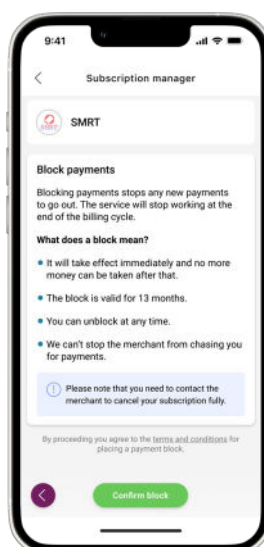
13-month block on payment card towards merchant



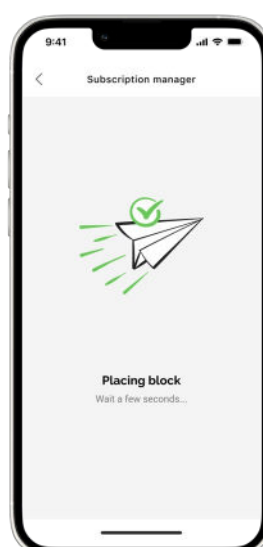
**Overview**  
All active subscriptions



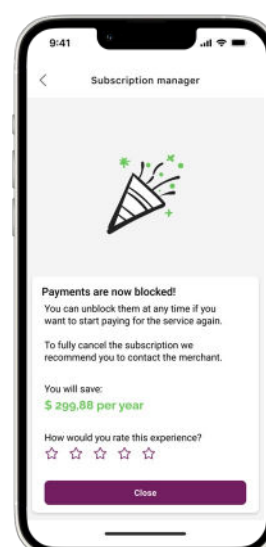
**Details**  
Option to cancel subscription



**Block instructions**  
Confirmation from user to place a block



**Block being placed**  
Block on payment card being processed



**Block confirmation**  
User receives confirmation on block



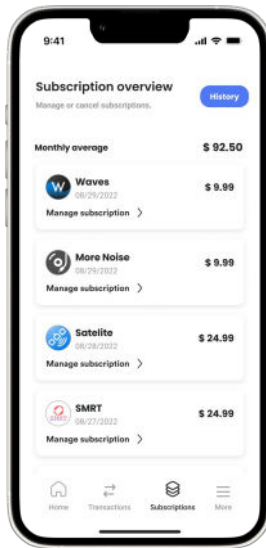
# Cancel & No block with Minna

## Reduces involuntary churn by 20%

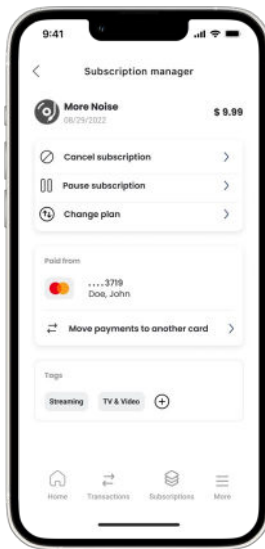


### Cancel & No Block

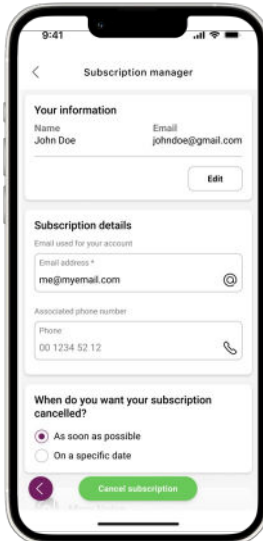
**FREE:** Real time cancellation of a subscription plan with Minna. No block placed on bank cards to enable churn & return



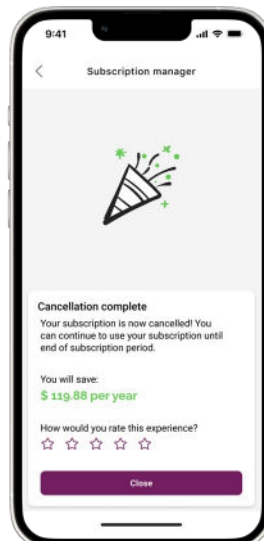
**Overview**  
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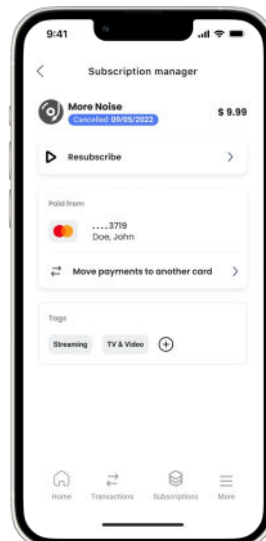
**Details**  
See possible actions



**Cancel form**  
User adds additional info needed



**Cancel confirmation**  
User receives confirmation directly



**Updated details**  
User can see past action and take new action

[View demo](#)



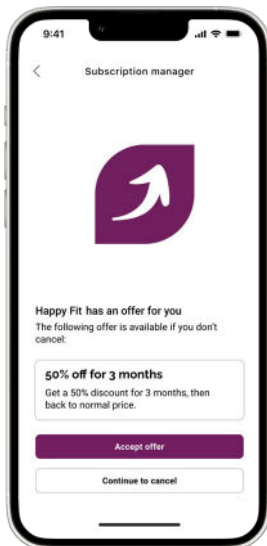
# Self-serve subscription management in bank apps

## Reduce churn at point of cancellation by 25%



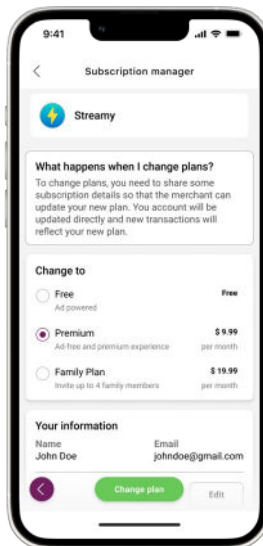
### Retention Offer

Accept an offer at the point of cancellation



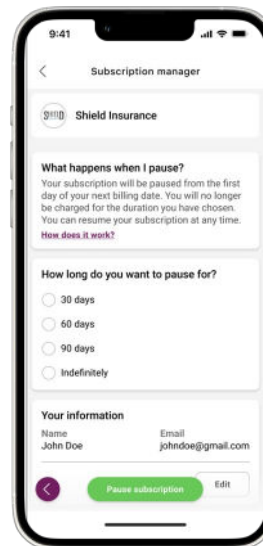
### Change plan

Edit & change subscription plans



### Pause/Resume

Pause/Resume subscriptions & reduce churn



[View demo](#)



Retention solutions  
give customers options  
to do something  
other than cancel

**6%**

Take up an **Offer** in a  
bank app rather  
than cancel

**10%**

**Change plan** in a  
bank app rather than  
cancel

**10%**

**Pause** in a bank app  
rather than cancel

**81%**

of Consumers lifetime value was extended by an average of

**5-12**

months



# Subscription loss is hitting your bottom line

*Illustration:*



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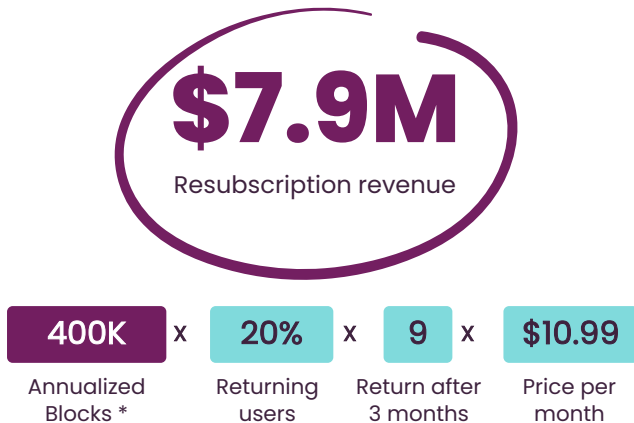
blocked bank cards

**Cancellations via a bank = Blocked bank cards**



# Impact on your revenue and customer acquisition cost per year

*Illustration:*  
*Resubscription revenue*



*Savings on CAC*



Source: UK bank data & Minna insights 2022, Streaming service





# Subscription loss is hitting your bottom line

*Illustration:*

$$400K \times \$10.99 \times 12 = \$52M$$

Annual subscription  
Cancellations & block  
bank cards

Monthly price plan

Months

Losses per year

*Saving at point of cancellation:*


$$25\% = \$13M$$

customer churn  
Reduction

savings in revenue  
per year

**Source:** UK bank data & Minna insights 2022, Streaming service





Drive retention,  
growth & acquisition  
with powerful  
subscription experiences

*Download our Subscription Economy Report*



[www.minnatechnologies.com](http://www.minnatechnologies.com)

# Q&A



# Thank you



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