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5 Keys to Creating Lifelong Subscribers



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CRO, Blustream

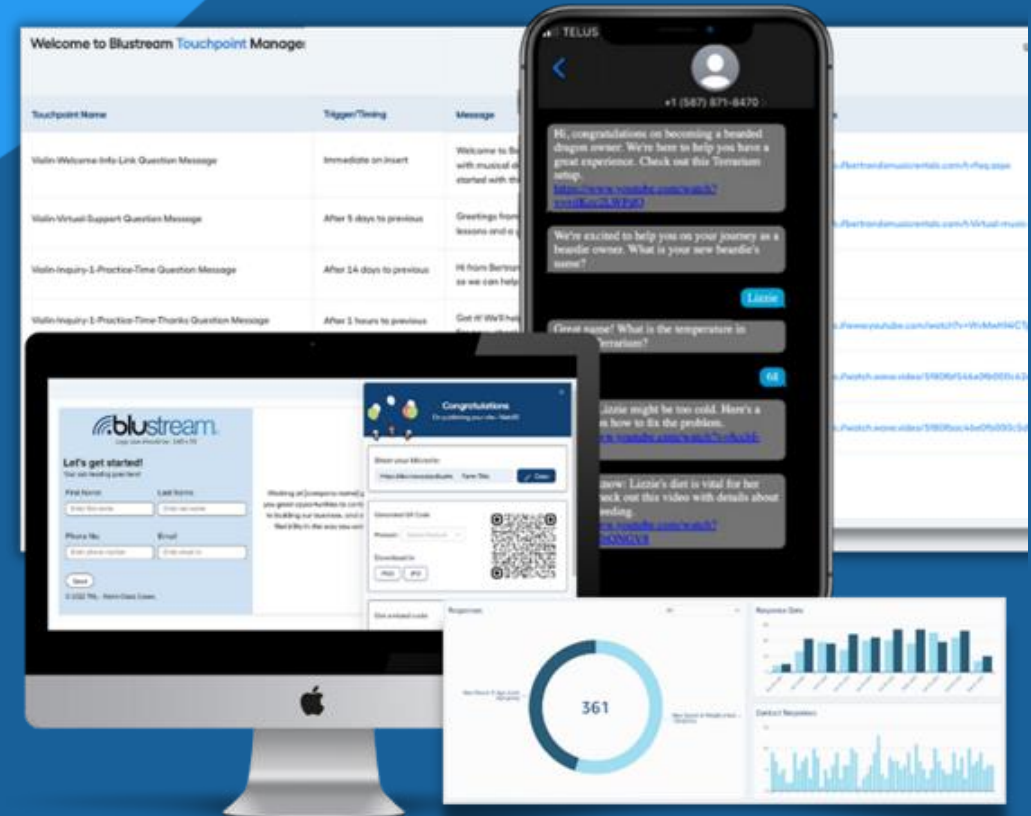
Topics I like to talk about:

- ✓ Baseball
- ✓ Travel
- ✓ Retention

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A Product Ownership CX Company

We believe every company should deliver exceptional product experiences to their consumers.



Look what's possible.

Focus on retention for overall business health

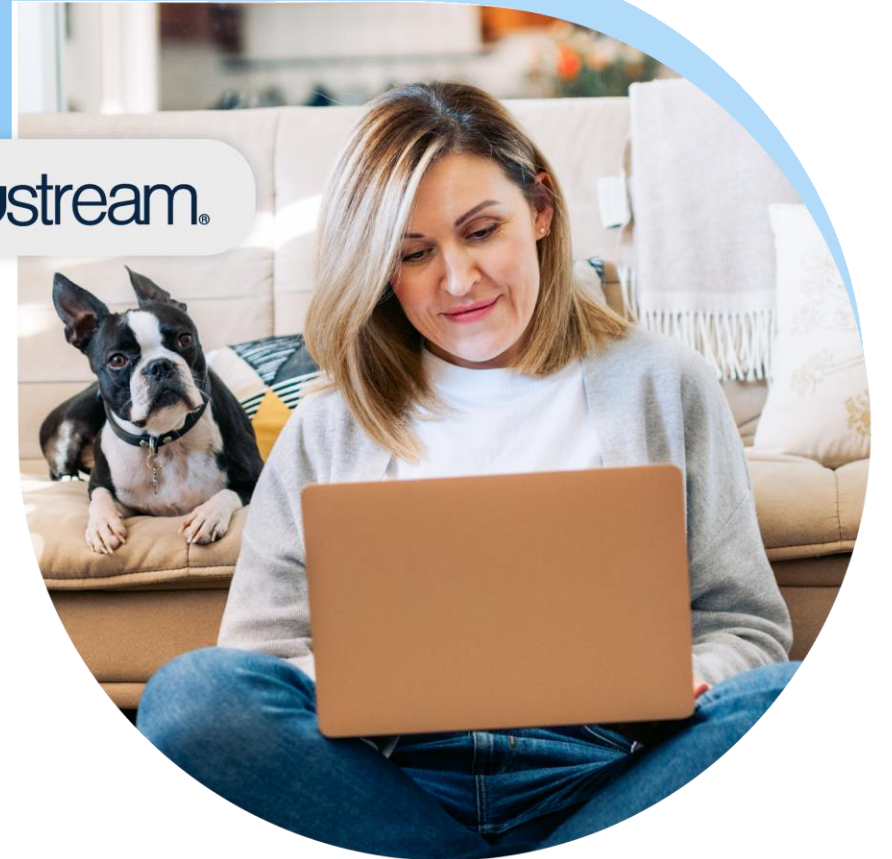
90%+
Retention

65%+
Engagement

3x+
LTV

2x
Revenue

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Your business can't afford churn.

The solution is retention

222%

Rise in CAC over the last 5 years.



Increasing retention by

5%



can boost revenue by

25%-95%

Don't fall victim to the "Leaky Boat".

Retaining customers is your only path to survival



The average
subscription-based
business loses
50% of its
customers within
6 months.

A little retention goes a long way.

A quick example

Cut Churn

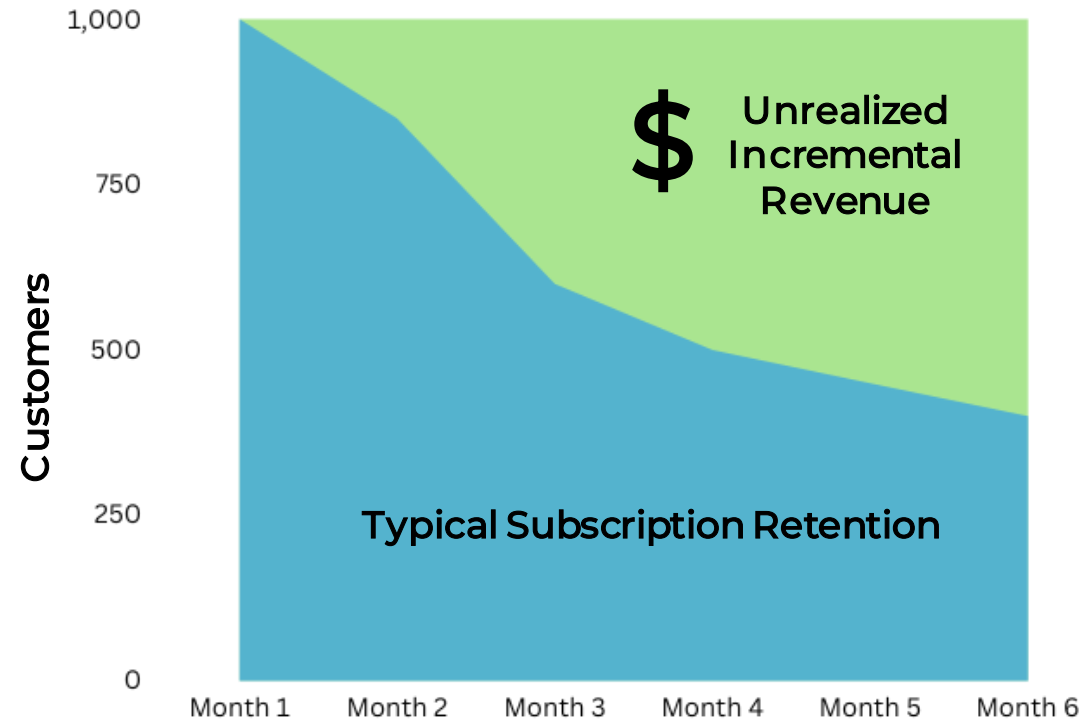
20%

Increase Revenue

2x

Increase LTV

3x



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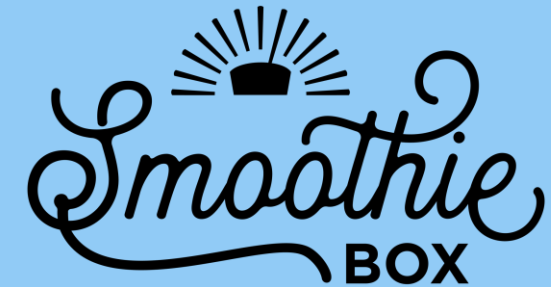
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Customer Case Studies & 5 Key Takeaways to Creating Lifelong Retention

A Case Study in F&B Subscription Boxes

Key Takeaway: Digitize the unboxing experience

- ✓ **Digitize instructions for unboxing & care**
- ✓ **Interactive experiences**
- ✓ **Personalized engagement**



A well-designed customer success program can yield a **91% return on investment** over a three-year period.



Hey Cassie, which smoothie did you decide to try first?

None of them. I didn't have any almond milk. 😞



We're here to help! You can blend 2 tbsp of almond butter with 1 ½ cups of water to make almond milk at home. Here are some other smoothie base ideas: [LINK](#)



Awesome! Thanks. I'll have one for lunch.



A Case Study in Health & Wellness

Key Takeaway: Ask customers personal questions

The more zero-party data you collect, the more personalized experiences you can provide.

The fastest-growing companies drive 40% of their revenue from personalization



TD Health[™]
Case Study

38%

engagement rate on educational touchpoints

67%

response rate to personal health questions



Hi Jane! How old are you?

74 years young!



When were you diagnosed with diabetes?

2 months ago



Is there anything you're currently finding challenging with your experience?

Diet.



You're not alone! We have some resources we think you'll find helpful for that: [LINK](#)



A Case Study in the Pet Industry

Key Takeaway: Increase the quality & quantity of positive reviews to decrease CAC

A 1-star increase in your product ratings can increase revenue as much as

9%

Blustream customer Bear and the Rat increased product reviews by

37x





Is this Lucy's first time trying our cool treats for dogs?

Nope! We are longtime fans!



What's Lucy's favorite flavor?



Bacon & Peanut Butter!



Would Lucy be up for giving us a "4 paws up" review for her favorite flavor? [LINK](#)

Definitely!



A Case Study in Music Instrument Rentals

Key Takeaway: Guidance is key to customer success

The more **complex** your product, or the more **"beginner"** level customers you have, the more **guidance** is required for customer success.




36%

Engagement rate with educational content

has led to

95%

Retention

A young boy with blonde hair and black-rimmed glasses is playing a violin. He is wearing a blue long-sleeved shirt. The background is a bright, slightly blurred indoor setting, possibly a music room or a practice space. The lighting is warm and natural, suggesting a window nearby.

Based on the number of hours Brian has played, it's time to change the strings. Would you like some help?



Yes please!



We'll walk you through step-by-step in this video. If you need more help, just text us #help. [LINK](#)



How did it go? Were you able to replace the strings?



Yep, no problem.



5 Ways to Creating Lifelong Subscribers.

Your customers want a stronger relationship with you

1. Digitize the unboxing experience
2. Ask customers personal questions
3. Increase quality & quantity of positive reviews
4. Guidance is key to customer success
5. ...None of this is possible without zero-party data!

Zero-Party Data:

Necessary for the personalized experiences that lead to retention



What you have:

- ✓ Website behaviors
- ✓ Interactions with content, ads, & emails

What it delivers:

- ✓ Segmentation and audience data for promotional marketing campaigns

What you need:

- ✓ A direct channel to receive **voluntary customer information**, including *interests, preference, motivations, and needs.*

What it delivers:

- ✓ Information that enables personalization leading to loyalty and retention.

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**You can achieve all this with
Blustream.**

Blustream Solution:

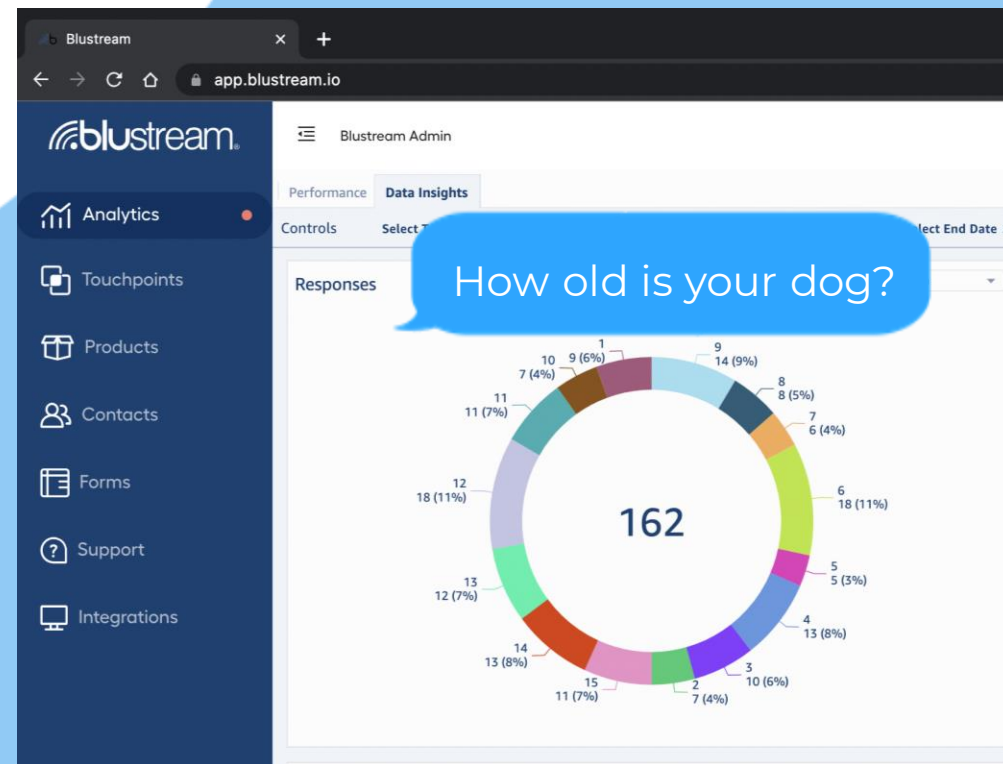
Our Product Assistant™ digitizes unboxing, usage, and care

Have you given your Labrador supplements before? We have some tips to help administer so Sally takes the right amount.

Digitized unboxing & care instructions

Sparky already mastered the puzzle toy? What a smart boy! Here are some tricks to add some complexity for small breeds.

Interactive experiences & personalized engagement



Data insights drive more effective campaigns & product development

Market Landscape Details:

Businesses Need Different Platforms for Different Jobs

ActiveCampaign >

 KLAVIYO

emotive

Pre-Sale Automation
& Promotion

Built to:

- ✓ Grow marketing lists
- ✓ Nurture prospects
- ✓ Automate promotions

ordergrove™

  ReCharge

 registria

Purchase & Order
Management

Built to:

- ✓ Make Sales
- ✓ Manage Order Fulfillment

 freshdesk

 zendesk

 gorgias

After-Sale Product
Support & Service

Built to:

- ✓ Track, prioritize, manage, respond to, and resolve customer queries

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After-Sale Product
Ownership CX

The only platform built to:

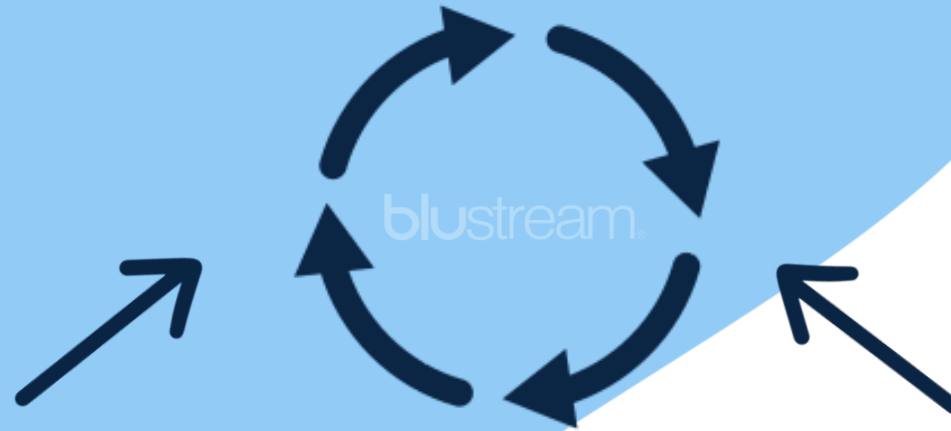
- ✓ Deliver exceptional & interactive product experiences to consumers

Connect the lifecycle of your products with the lives of your consumers.



Attributes & Characteristics of Products:

- ✓ Usage
- ✓ Storage
- ✓ Maintenance
- ✓ Care
- ✓ Size
- ✓ Version



Attributes & Characteristics of Product Owners:

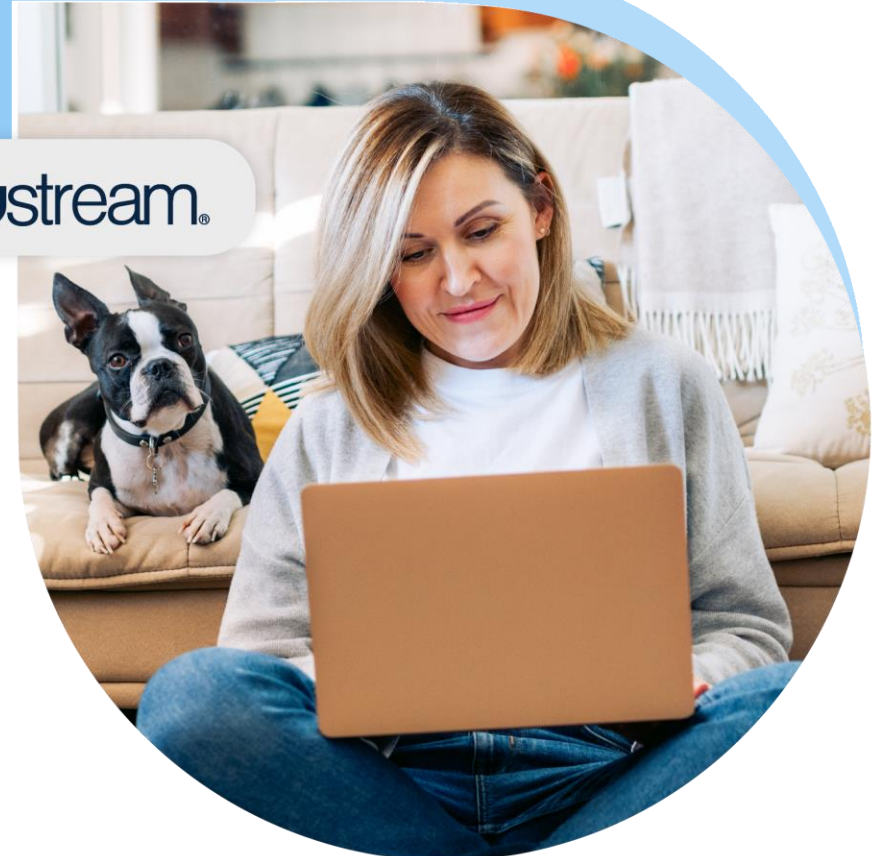
- ✓ Needs
- ✓ Wants
- ✓ Lifestyle
- ✓ Behaviors
- ✓ Location
- ✓ Environment

The power of personalized product ownership.

Twice as likely, Twice as often, Twice as much

Consumers enjoying personalized product ownership experiences are **twice as likely** to buy from you again, buy **twice as often**, and buy **twice as much** as other customers.

That's the power of retention.





Thank you!

Let's talk.

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