



**WEBINAR**

## Unlock subscriber potential:

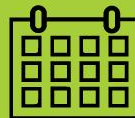
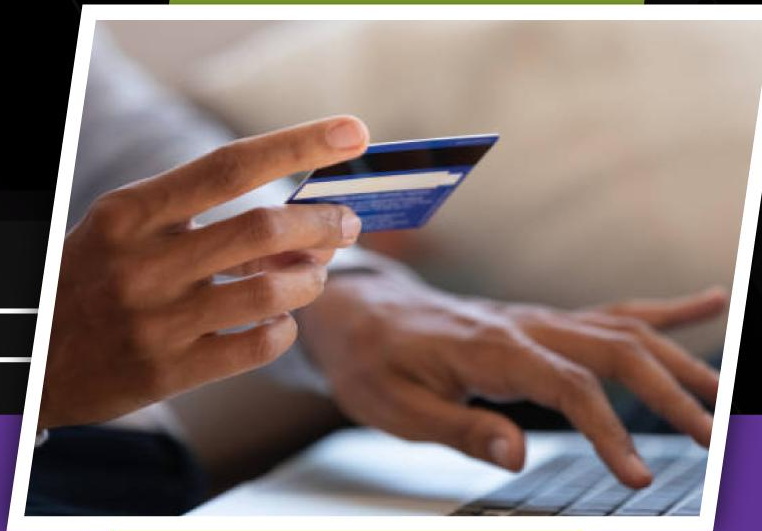
Turn payment challenges into *revenue wins*.



Presenter:

**Bridget Sibthorp-Moecker**

Director of Audience, BLOX Digital



**MAY 30TH**

10:30 AM CT

# Today's agenda



**Boost new  
subscriptions**



**Save more  
subscribers**



**Power up with  
AI audiences**

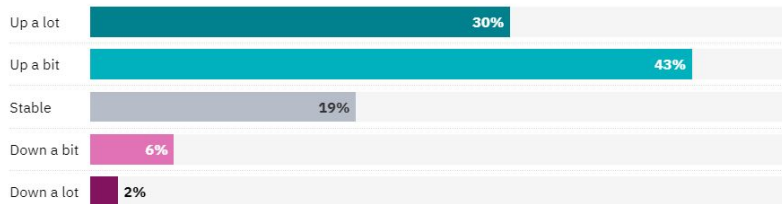


**Q & A**

# 80% of publishers say subscriptions are a vital revenue stream

## Digital subscriptions are still growing but mostly at a slower rate

Data from a survey of 314 media leaders in 56 countries for 'Journalism, media and technology trends and predictions 2024':



**Q10.** If your company uses a subscription or membership model, how has the number of paying customers changed in the past year? Base: Respondents that said their company uses a subscription or membership model = 216.

**Source:** Journalism, media and technology trends and predictions 2024.

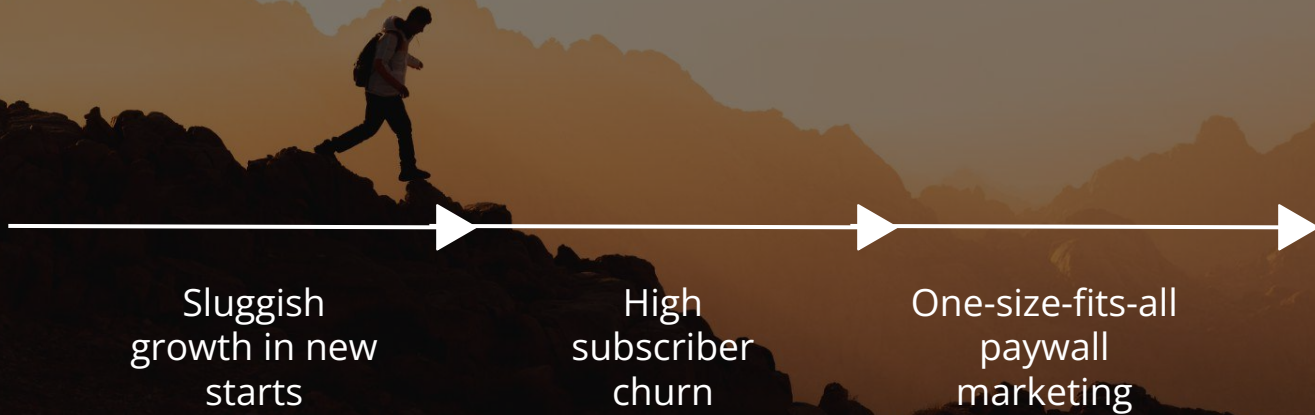
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**But only 30%** reported digital subscriptions were up "a lot" in 2023



# Why is growing subscriptions so challenging?



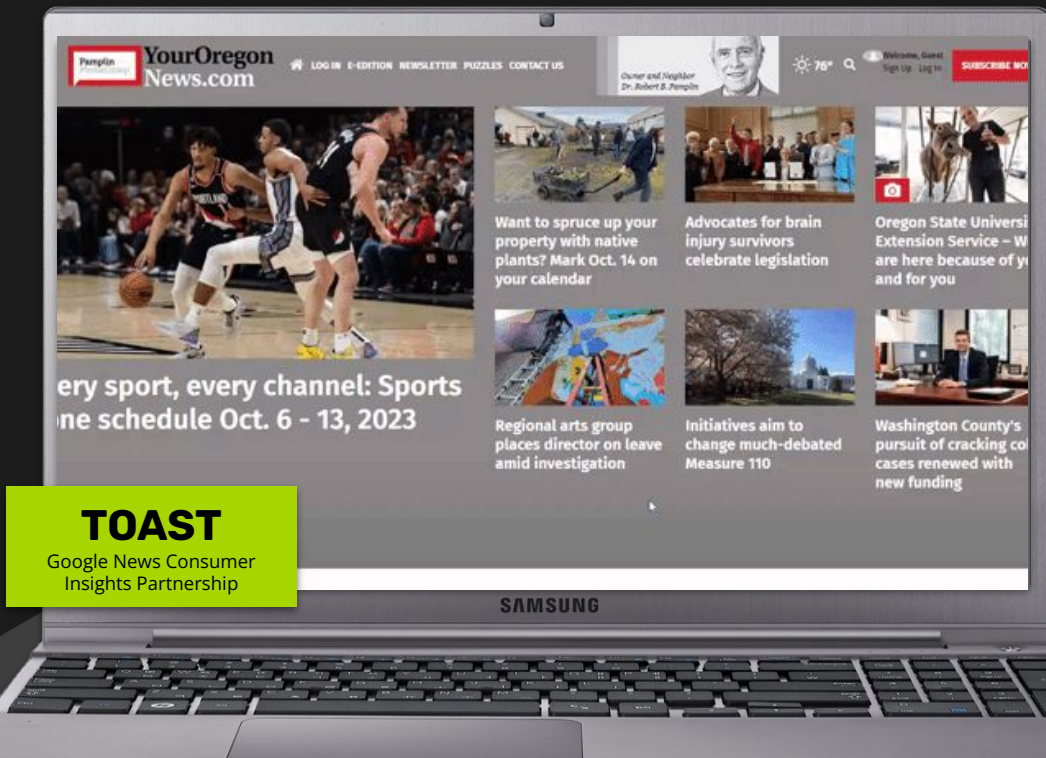


1) Boost new subscriptions

# Boost new starts **instantly** with our latest design

**40%** increase  
in conversions with  
Toast presentation

**270% MORE**  
users advance in  
checkout





# 1) Boost new subscriptions

We've made knowing what's happening around the state easy for you.

★ BEST VALUE

### All Access Digital Pass



## \$10 per month

Billed \$120 year

Access All 25 Pamplin Media News Sites

[Join Today](#)

- ✓ Breaking news alerts
- ✓ Digital access when and where you want it 7 days a week
- ✓ Weekly email newsletters highlighting our best stories
- ✓ Puzzles, contests, promotions, special sections and more

\*\*Cancel anytime\*\*

### All Access + Premium Newsletter



## \$20 per month

Billed \$240 year

Access All 25 News Sites + Curated Daily Newsletter

[Join Today](#)

Oregon local news gurus - rejoice! This package is for you. Get ALL OUR BEST Oregon news produced by Pamplin Media's 50-plus journalists from one website

- ✓ Curated newsletter
- ✓ Breaking news alerts
- ✓ Digital access when and where you want it 7 days a week
- ✓ Puzzles, contests, promotions, special sections and more

\*\*Cancel anytime\*\*

### Premium Digital Trial



## Free 30 Day Trial

Access All 25 Pamplin Media News Sites

[Start Your Free Trial Today](#)

Enjoy your 30-day free digital trial.

# Promote special offers with beautiful landing pages



2) Save more subscribers

**Churn could be  
undercutting your  
revenue by 10%**

*or more...*





2) Save more subscribers

# Defining and calculating churn

The proportion of subscriptions that do not renew during a given time period.

$$\text{Churn rate} = \frac{\text{Lost subscribers}}{\text{Total subscribers at month start}} \times 100$$



**Involuntary churn:**  
The subscription was set to auto-renew but failed, due to payment issues

**Voluntary churn:**  
Subscription explicitly canceled upon request by the subscriber



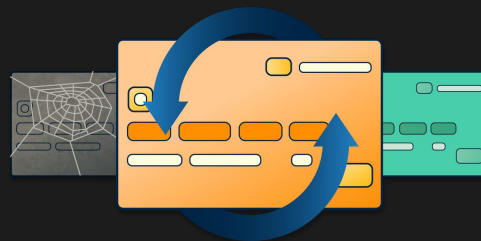




2) Save more subscribers

# 20-40% of subscriber churn is involuntary

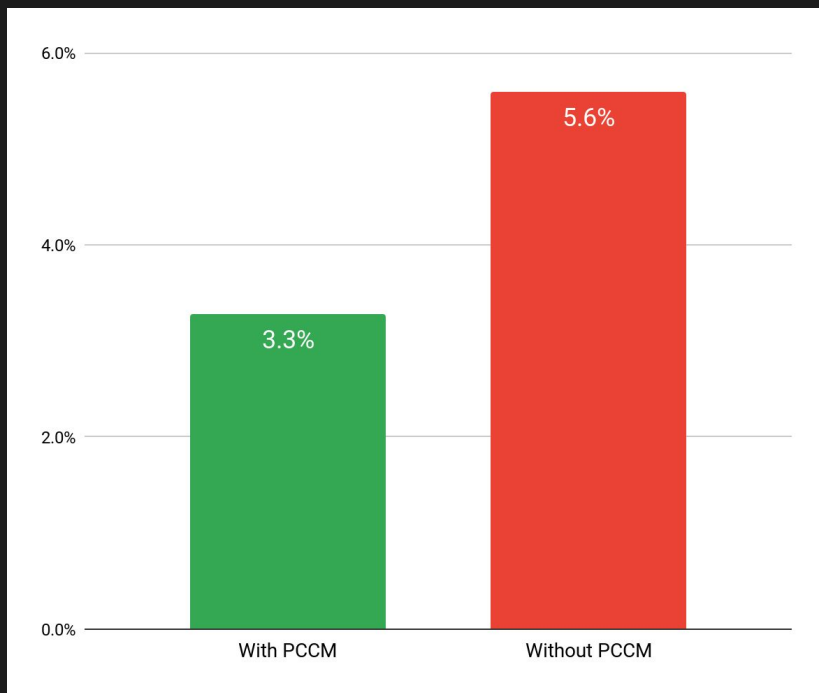
- Customer's credit or debit card expires (every 3-5 years)
- Customer loses their card
- Customer's card or info gets stolen
- Customer's bank rejects payment because of a network error, or they exceeded their limit



Low hanging fruit:  
**reduce credit card failures**



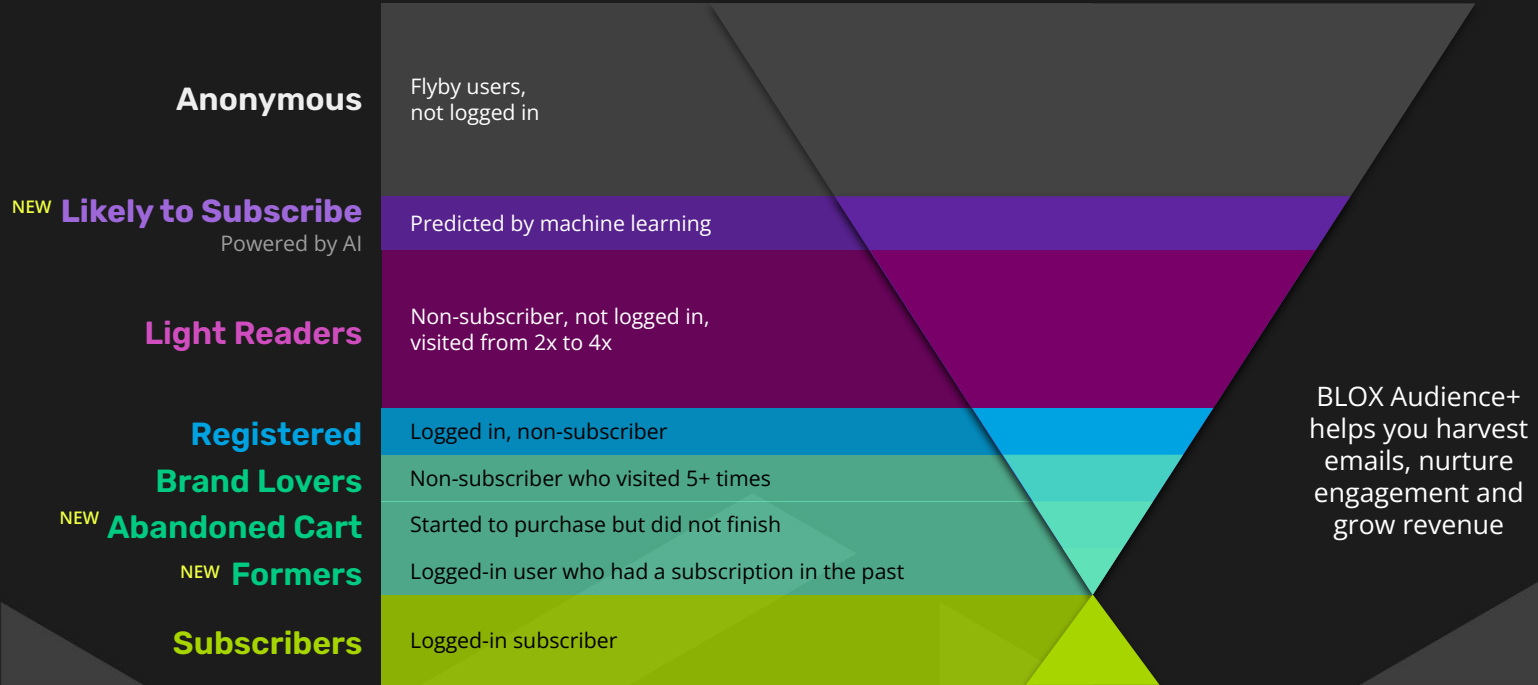
2) Save more subscribers



Sites using Premium Credit Card Management see a **remarkable improvement in churn rate**



# Major upgrades to BLOX Audience+ intelligence

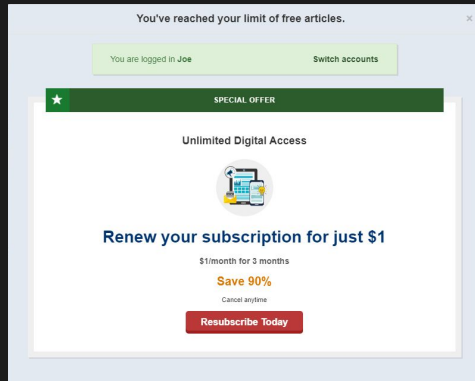


BLOX Audience+ helps you harvest emails, nurture engagement and grow revenue



# Personalize messages throughout the lifecycle

Winback Offer for Formers



Audience/Rule	Definition
<b>Likely to Subscribe</b> 🔧 Powered by AI	Users that have been predicted by machine learning that they are likely to subscribe
<b>Likely to Sign Up</b> 🔧 Powered by AI	Users that have been predicted by machine learning that are likely to create an account
<b>Abandoned Cart</b>	Users who started the purchase process but did not finish
<b>Former Subscribers</b>	Logged-in users who had a subscription in the past, but it expired/canceled
<b>Subscribers in Grace</b>	Logged-in users who have a subscription, but their payment method failed




# Alert subscribers to update their payment

**There's a problem with your account**

You are logged in **bridgetsmo-test** [Switch accounts](#)

**Update Payment Now**



**Please update your payment to avoid losing access**

It's easy and quick

**Update Payment**

Secure transaction. Cancel anytime.

**There's a problem with your account** ×

You are logged in **bridgetsmo-test** [Switch accounts](#)

**Update Payment Now**

**Please update your payment to avoid losing access**

It's easy and quick

**Update Payment**

Secure transaction. Cancel anytime.

# Save subscribers, grow your possibilities

With Premium Credit Card Management

- ✓ **Automated Credit Card Updater**
- ✓ Easy Self-Serve options for subscribers to update their payment, renew, resubscribe or cancel
- ✓ Quickly change rates or update payment in Blox
- ✓ Choice of Premium Gateways: Authorize.net, Bambora, Payway, Stripe and more
- ✓ Deferred revenue reporting (revenue by day)
- ✓ Gift subscription purchase and redemption
- ✓ New payment methods: PayPal, Apple Pay & more



# Empower users to update payment methods

## Manage subscriptions

NEW Digital Monthly Access

This subscription will automatically renew on Friday, April 26, 2024

Expires: Apr 29, 2024

Update Payment


With the advanced Premium Credit Card Management features, users can change their payment method quicker and easier, with a shorter form.

Secure & Encrypted

### Update your payment method

Your payment method is expiring soon. Please select or add a new card. ✕

Name on card

Card number 

CVV Expiration

CVV May 2024

State Zip code

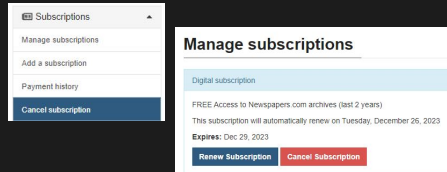
Texas Zip code

I Agree to the Subscription Terms of Use.

Update Payment

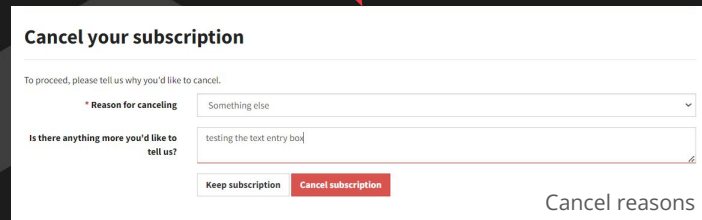
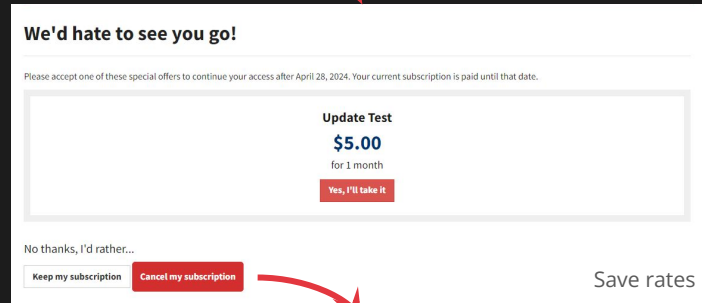
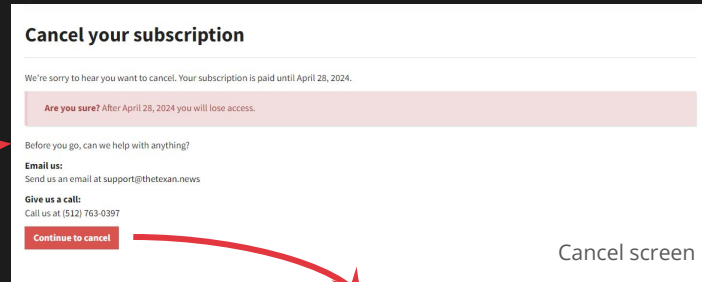
Secure transaction. Secure transaction. Cancel anytime.

# Save time and money with Self-Serve Cancel



With the advanced Premium Credit Card Management features, you can offer Self-Serve Cancel to subscribers.

As part of this flow, you can select special offers for end users to try to save them.





# Easier ways to manage subscriptions in BLOX

With the advanced Premium Credit Card Management features, it's much easier to make changes to a user's subscription.

View subscription

Subscription | Service Fields | History | Transaction

Refund

Change Next Rate | Add new card

Name: Bridget Sibthorp-Moecker | Purchase Time: Mar 27, 2024 08:02 AM

Address: | Amount: \$10.00

City/State: | Duration: 30 days

Zipcode: | Account: XXXX-XXXX-XXXX-0972

Transaction ID: pl\_3Oyw7UH0Dz12kZOe0L

Change Next Rate

Please select a new rate for the user to transition to when their current term expires.

Next Rate: (Next Rate: Test Intro)

Save | Cancel

Add new card

Name on card:

Card number:

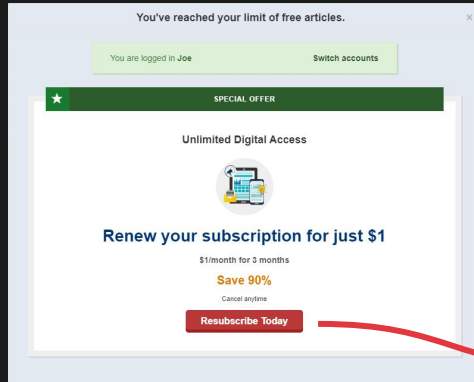
Expiration: May | 2027

CVV:

Save

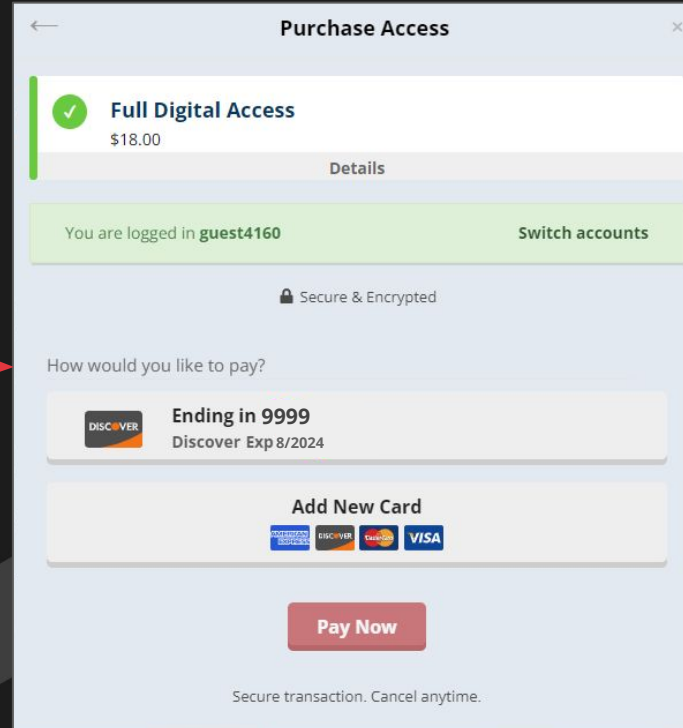
Note: This card will become the default payment method on this user's subscription, and future recurring/renewal charges will be on the new card. If this subscription is non-recurring, this card will only be added to the user's wallet.

# Formers can re-subscribe in a few clicks



Users can re-subscribe much faster with Premium Credit Card Management.

The user's card is saved to a wallet, allowing them to re-subscribe in a couple of clicks, right from the paywall.





# Questions?



# Ready to get started?

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