

Subscription Solutions

Increase frequency, build loyalty, and drive sales with prepaid subscriptions!

Subscription Culture

What are subscriptions?

An agreement to receive a good or service over a specified period with recurring payments to enroll into the next period.

Most subscriptions cost under \$10 a month.

\$10
monthly



\$640

The average annual spend on subscriptions for each individual.

Types of Subscriptions



Item or Good



Discount Coupons



Insider Perks

Real-World Results

Panera Bread:

Unlimited Coffee Subscription

\$8.99 per month

Includes unlimited premium coffee that can be redeemed every 2 hours with unlimited refills while in the cafe. Also features exclusive rewards and special offers.

Results:

Increased Loyalty
800,000 members within 6 months



Frequency
+ 200%

Sales
+ 70%

Cumberland Farms

\$25 per month

Includes all self-serve coffee and other dispensed hot drinks. Up to 2 cups may be redeemed per day. Recurring payments and redemption managed in app.

Lifetime Loyalty

Grew as a preferred stop for a well-know product.

Customer Value

Costs as low as 40 cents per cup

Circle K:

Sip & Save Subscription

\$5.99 per month

Includes the choice of one Froster, tea, coffee, or Polar Pop "one a day, every day."

Increased Frequency

Customer visits grew in numbers that surpassed Circle K's expectations.

Offer a subscription for your best-selling item, such as coffee or all specialty beverages, plus exclusive deals for extra incentive! Don't forget to include a refillable mug!

Item + Benefits

Program Ideas

Create a seasonal LTO or annual subscription by offering free refills for a set period of time with the purchase of a specialty refillable mug!

Single Item

Data from Convenience Store News

For more subscription program ideas and information on the "Good, Better, Best" strategy, please contact your Regional Sales Manager.

