Compare the Market, bringing customers 'Meerkat Movies' where its customers are

MEERKAT MOVIES 2015 – NOW


more than just survive the current economic turbulence, subscription businesses need to act.

Source: Crunchbase OC&C analysis

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unpicking the most complex business challenges with simple, uncommon sense

target mapping to commercial due diligence.

Grandfathering has the advantage of not destabilising the customer base – or indeed, incentivising customers to remain to

Once choices around pricing and tiering have been made, businesses will need to decide how to implement the changes.

Businesses with tiered pricing have more to play with to both drive subscriber numbers and margins.

Spend per month…

Depending on your economic perspective we're either headed into a prolonged
downturn, or soon-to-come renewed growth, subscription

Dave

Feeling the pinch:

as Spotify, Telegraph, Match Group, and Bumble have held up

Direct-to-consumer subscription businesses have boomed

How Netflix evolved its pricing to drive growth

Consider: Bundling with others

- Operators. This helps the subscription VOD provider drive up that all-important subscriber number, as well as decreasing

- Wednesdays’, where Orange customers could get 2 for 1 cinema tickets by texting to

- ORANGE WEDNESDAYS 2003-2014

She may also be assiduous about the subscriptions she sees as essential – perhaps it's time

government support which keeps her income pretty much level. That said, given all the gloomy

What are the customer’s drivers for a subscription? Is it saving for the future (often the case for

THE PERCEIVED VALUE

- churn? Who can be migrated to higher price tiers with expanded

- Do: Get ahead of churn

Understand the value of your service or product to different

Financially-literate customers are looking to flex and futureproof

We’re in another global recession scare now, except

BANK ACCOUNT

With inflation at its highest rate

here we propose five practical

Succeeding in a squeeze

- for businesses.

What are the customer’s drivers for a subscription? Is it saving for the future (often the case for

THE KPIS

ability to flex – how do the parameters and functionality set by

How much do you need to decrease your subscription rates to get a discount code.

A £15 monthly subscription cut to £10 may only

Asin

Your customer may have three to five different subscriptions, none of which are

Content (Video)

How are you targeting your audience? What benefits are you offering?

- Understanding your customer's subscriptions to determine

- How are you communicating with your subscribers?

- How are you making sure your offers and promotions are

THE CHANNELS

CHOOSING A CHANNEL

- Not all customers want to interact in the same

- How will you

- Do you

- Is your campaign

THE PERCEIVED VALUE

- Do you understand

- What’s

THE KPIs

- What are your

THE PEAKS

- Are

THE PERCEIVED VALUE

- What

THE CHALLENGES

- Are

Ask yourself:

- How

THE KPIs

- Are

THE CHALLENGE

How will you

- What’s

THE CHALLENGE

How

- What

THE CHALLENGE

How

- What

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