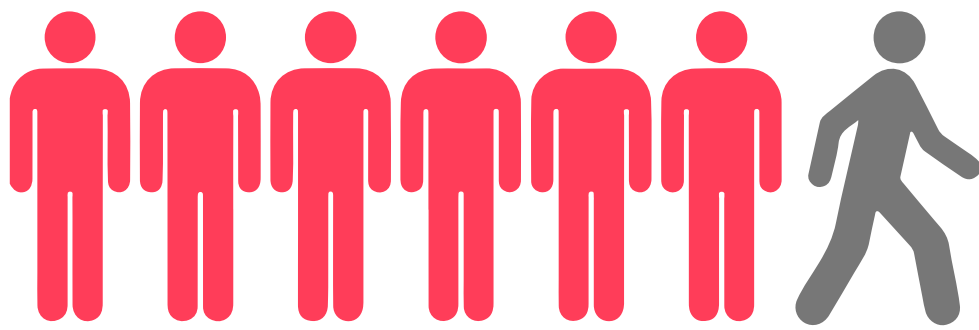


Keeping your customers: Top 5 tools and tips to help publishers reduce churn

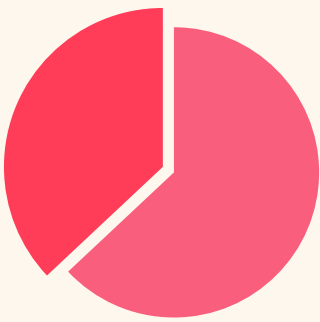


1 Predictive churn algorithms

Machine learning techniques can process active and historical subscription data to provide a churn risk probability for each subscriber, helping businesses focus marketing campaigns on their most at-risk customers.

Predictive churn algorithms have a precision rate of up to

98%



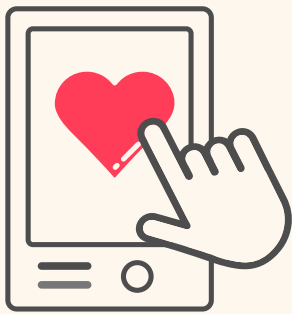
Every year businesses can expect around a third of credit and debit cards in their systems to expire!

2 Card updater services

Card updater capabilities can flag subscriber credit and debit cards that are approaching their expiration date and contact the required entity to automatically update the details. Subscribers enjoy seamless service and businesses reduce churn and customer service calls.

3 Retry rules

Applying intelligence around payment retries can increase the likelihood of transaction success. By establishing custom retry schedules and optimizing retries to specific response codes, businesses can increase their revenue.



4 Self-care program

A self-care platform can give customers access to what they need to manage their own accounts and reduce the chance of frustration at enduring the maze of multiple-choice questions and terrible hold music!

5 Subscription holidays

The ability to offer customers a subscription holiday is a great way to prevent people from leaving for purely financial reasons. This gives businesses the ability to maintain the relationship and could result in higher customer lifetime value.



Read our Guide:

How media companies can drive subscriber acquisition during Black Friday and holiday sales.

Learn more about Aptitude's Subscription Management solution, eSuite.

aptitudesoftware.com

Aptitude 