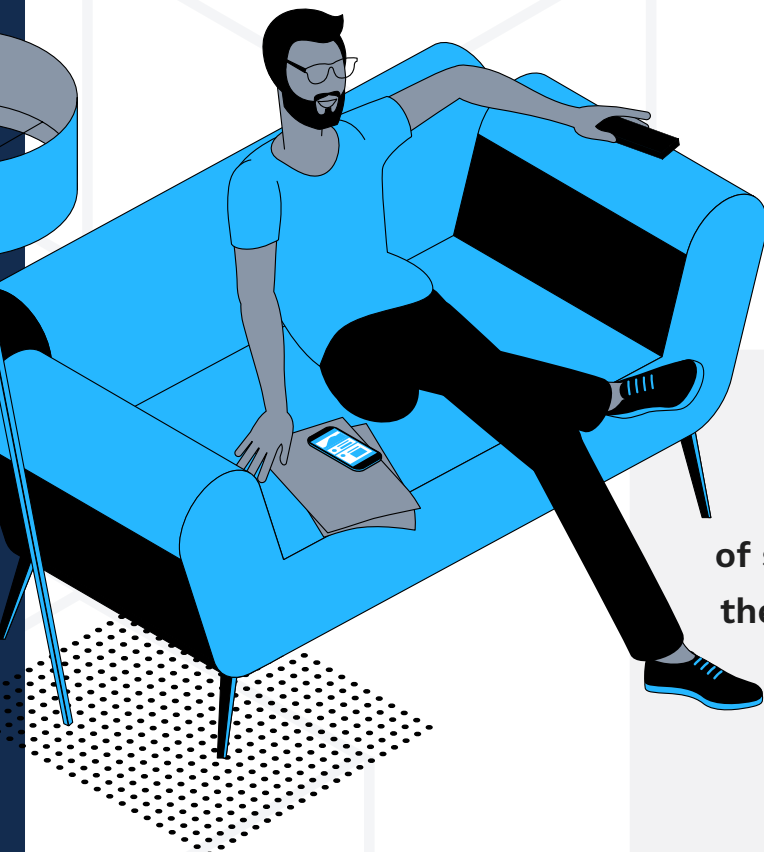


Personalization Is The New Loyalty Driver: What Keeps Subscribers Engaged

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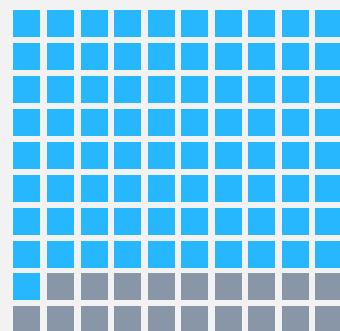
Americans currently hold an average of four subscriptions, but that number is in jeopardy. PYMNTS' data shows that 78% of consumers are noticing higher product prices, and 54% of consumers who have canceled a subscription did so to cut costs. Subscribers cite three subscription features as key to their loyalty:



Subscription personalization

81%

of subscribers stated that the ability to immediately cancel a subscription without penalty was important.



Payment choice

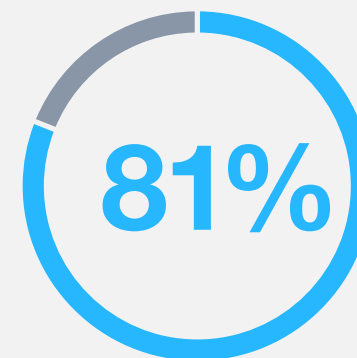


82%

subscribers stated that the ability to pay using their preferred payment methods was a feature they wanted from merchants.

Consumers see saving time as a key benefit that is worth paying for, and they are keenly aware of how well subscription services function over time. **Though a balance is ideal, we find that subscribers can overlook cost for service value, but not vice versa.**

Overall value



of subscribers stated that convenience was an important reason to enroll with a subscription service.



To learn more about consumers' interest in personalizing their subscriptions, download the report at [PYMNTS.com](https://www.pymnts.com)