

May 2022

The Subscription Commerce Conversion Index, a PYMNTS and sticky.io collaboration, reviews how economic shifts and changes in the retail marketplace have impacted consumers' subscription preferences and expectations. The report is based on a census-balanced survey of 1,919 U.S. consumers carried out between Feb. 24 and March 21 and reveals key features that drive consumer loyalty.

# Subscription

## COMMERCE CONVERSION INDEX





# Subscription

## COMMERCE CONVERSION INDEX

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ACKNOWLEDGMENT

The Subscription Commerce Conversion Index was produced in collaboration with sticky.io, and PYMNTS is grateful for the company's support and insight. [PYMNTS.com](#) retains full editorial control over the following findings, methodology and data analysis.



# About the Index

The Index is based on an analysis of 56 features relating to:

**Shopping convenience**

Features that enhance the shopping experience, such as product recommendations and free shipping

**Comfort and trust**

Features that make the site more secure and appealing to customers, such as guarantees, refunds and password restrictions

**Relationship building**

Features that enable ongoing relationships with the site, including marketing opt-in options

**Recurring variables**

Features related to the recurring nature of the subscription relationship, such as plan options, pause features or free trials

**Payment types**

Variety of payment options accepted, including buy buttons and buy now, pay later (BNPL)

Our methodology uses linear regression analysis to determine Index scores that range from zero to 100 with reference to the above features. A higher score indicates better user experiences for consumers and less friction throughout their customer journeys.

Merchants are continuing their efforts to improve user experiences as the marketplace becomes more competitive and as inflation pressures consumers to think more carefully about their subscription choices. Despite our sample’s average Index score increasing 7% during the last year, it has fallen 1% to 45.4 out of 100 points since October 2021. The 30 bottom-performing merchants led the fall by exhibiting a 10% decrease during Q1 2022, descending to 22.3 points in March. Middle-performing merchants’ score remained relatively steady, and the 30 top-performing merchants’ score actually grew 5%. Beauty product merchants experienced the greatest improvement since October 2021 — a 10% increase — while education merchants’ Index score shrunk by 8% to 40.9.

FIGURE 1:  
Different merchants’ Index scores  
Average Index scores among various types of merchants, over time

	Mar 22	Oct 21	Jul 21	May 21	Feb 21
Average	45.4	45.9	44.9	43.5	42.3
Rank					
Top 30	68.5	65.5	63.9	61.7	61.6
Middle	45.5	45.3	44.6	43.0	41.0
Bottom 30	22.3	24.9	22.9	21.8	21.0
Merchant internet traffic*					
Large	43.3	47.1	50.9	50.5	44.5
Medium-large	48.8	48.9	48.9	42.9	43.0
Medium	43.4	41.0	45.4	44.5	38.2
Small-medium	48.3	45.3	42.5	42.8	43.3
Small	47.1	50.6	39.8	39.2	40.2
Industry					
Household supplies	50.7	51.8	52.2	47.5	46.5
Clothing and accessories	49.9	48.4	47.2	46.1	43.5
Food and beverage	47.9	49.5	47.6	44.3	43.6
Beauty products	47.7	43.2	44.6	41.6	38.6
Pet supplies	45.5	45.6	46.4	46.3	43.7
Alcoholic beverages	44.8	45.5	42.8	41.7	43.1
Health and wellness	42.7	42.4	39.6	43.0	39.5
Education	40.9	44.5	44.7	43.9	45.9
Toys and entertainment	39.1	41.8	39.3	37.7	36.6

\* We classified merchants’ sizes based on internet traffic provided by Alexa worldwide rankings. Each category represents 20% of the total sample.  
Large: Ranked from one to 65,816  
Medium-large: Ranked 65,817 to 181,551  
Medium: Ranked 181,552 to 437,806  
Small-medium: Ranked 437,807 to 1,949,404  
Small: Ranked 1,949,405 or above

# Executive summary

Retail subscriptions were generating \$15 billion in monthly revenues for subscription businesses, according to PYMNTS data from October, when 81% of all U.S. adults were using at least one type of subscription service and 31% of all consumers had a retail subscription.<sup>1</sup>

What we are finding now is that consumers' embrace of subscriptions is tenuous, driven first by convenience and sustained by the customer experience. While subscription commerce has redefined the way consumers, brands and retailers interact by giving subscribers a wealth of options and granting merchants a broader audience online, the rules for consumers' continued engagement with subscription services may

be changing. Although PYMNTS' research shows that convenience is the top reason why consumers sign up for new subscriptions — cited by 81% of respondents — new findings indicate that today's consumers may want more.<sup>2</sup>

In October 2021, PYMNTS reported that 19% of survey respondents, a group representative of 17 million consumers, were considering canceling a retail subscription as some pandemic-based impacts waned and stores began to reopen without restrictions.<sup>3</sup> By March 2022, survey data revealed that an estimated 46 million consumers had canceled or paused their retail subscriptions in the previous year. Consumers' reasons for abandoning their subscriptions

are complex, but research shows that user experience and inflationary pressures are causing consumers to rethink their definition of convenience — and by extension, their relationships with subscription providers.

Personalization is the new convenience for consumers, with implications affecting everything from the ability to choose payment methods to setting subscription start and stop dates without penalty. Consumers' new definition of saving time includes saving the “value” of their time. As it becomes a key driver of consumer choice, personalization may act as the new differentiator for subscription commerce companies.

The 2022 Subscription Commerce Conversion Index, a PYMNTS and sticky.io collaboration, examines how recent developments have impacted consumers' subscription preferences and expectations. Based on a census-balanced survey of 1,919 U.S. consumers, it details the features subscription providers must support to convert subscription-curious consumers into long-term subscribers. The survey was carried out between Feb. 24 and March 21.

1. Subscriptions Go Mainstream and Get Creative. PYMNTS.com. 2022. <https://www.pymnts.com/opinion/2022/subscriptions-go-mainstream-and-get-creative/>. Accessed May 2022.

2. Subscription Commerce Conversion Index. PYMNTS.com. 2021. <https://www.pymnts.com/study/subscription-commerce-services-conversion-features-ecommerce-retail-subscribers/>. Accessed May 2022.

3. New Data Cites Flexibility, Discounts As Top Retail Subscription Churn Fighters. PYMNTS.com. 2021. <https://www.pymnts.com/subscription-commerce/2021/new-data-cites-flexibility-discounts-as-top-retail-subscription-churn-fighters/>. Accessed May 2022.



# This is what we learned.

**Retail subscription rates are down, and inflation is impacting subscription services' growth: 56% of consumers state that they would be interested in a grocery subscription if product prices were lower.** Despite higher product prices, convenience and user experience features are still the principal drivers of subscription service adoption.

Except for streaming, all subscription categories exhibited a decrease in the share of consumers holding subscriptions, dropping from 31% in October 2021 to 24% in March 2022, with inflation being the primary cause. Seventy-one percent of consumers in our survey reported that they noticed inflation had impacted their grocery costs, and an even greater share of consumers with retail subscriptions — 78% — showed an awareness of the impact of rising prices. This is no surprise, as general inflation rose to 8.5% in March, driving up overall food prices by 8.8%, with staples like beef, citrus fruits and milk dramatically increasing by 16%,

20% and 13%, respectively. This has made regular grocery purchasing more costly and raised the prices of subscriptions as well.<sup>4</sup>

Our data shows that consumers are factoring in the added costs of inflation when deciding to enroll in a new subscription service. The share of nonsubscribers citing cost as the most important reason why they did not enroll with a retail subscription service skyrocketed from 2% in October 2021 to 22% in March 2022, and this reason became the most frequently cited main hindrance to subscription enrollment.

Despite inflationary pressures, most consumers are still prioritizing experience over pricing when choosing a subscription: Far more shoppers cited convenience (81%) as an important reason to enroll with a subscription service than cited pricing (46%), for example. PYMNTS' research shows that consumers see saving time as a key benefit that is worth paying for, and they are keenly aware of how well those services function over time.



# 22%

of nonsubscribers cited cost as their most important hindrance to getting a retail subscription

4. Smialek, J. CPI Report for March 2022 Puts Inflation at 8.5%. The New York Times. 2022. <https://www.nytimes.com/live/2022/04/12/business/cpi-inflation-report>. Accessed May 2022.

**When consumers perceive the cost of their subscriptions as outweighing their value in terms of convenience, better product pricing or user experience, they are pausing or canceling their services.** Approximately 46 million subscribers did so in the past year.

As analysts hint at a possible recession in 2023, current inflation rates are causing consumers to rethink their long-term spending plans.<sup>5</sup> For some consumers, this means halting or abandoning their subscription services. The impact of consumers tightening their belts has been significant: The estimated total monthly expenditure on subscriptions decreased by 46% in March 2022 compared to October 2021, as is the case for the average number of subscriptions per person and the average expenditure per subscription.

Reducing overall expenses was the primary motivation for 54% of consumers who canceled their subscriptions, while 28% of stated that the prospect of rising product costs contributed to their decision to cancel. Pricing was not the only reason consumers altered their subscription service interactions: Unsatisfactory subscription commerce experiences were also a relevant factor in many consumers' choices.

Our data shows that 17% of consumers who canceled their subscriptions stated they did so because they were receiving more of the product than they were able to use, highlighting either a lack of order customization features or consumers' limited access to them. Another customer experience issue — erratic delivery service — was cited by 15% of consumers as relevant to their decision to cancel. In response, many merchants have increased their efforts to reengage customers by adding features such as buy buttons to remove friction from the customer experience. However, the enrollment of significant shares of consumers remains at risk due to critical user experience issues.

“

17%

of consumers who canceled their subscriptions stated they did so because they were receiving more of the product than they were able to use

”

5. ESR Macroeconomic Forecast Team. Inflation Rate Signals Tighter Monetary Policy and Threatens 'Soft Landing'. Fannie Mae. 2022. <https://www.fanniemae.com/research-and-insights/forecast/inflation-rate-signals-tighter-monetary-policy-and-threatens-soft-landing>. Accessed May 2022.



**Subscription services are responding to inflation by making subscriptions more affordable through subscription service discounts.** However, consumers still care more about subscription commerce user experience issues than a service's cost when it comes to loyalty, and as many as 40% of current subscribers state that their loyalty is at risk.

Economic developments have made consumers more discerning about how they spend their money. Our data shows that consumers want customizable user experiences at checkout and more control over their subscription experiences. Eighty-two percent of subscribers stated that the ability to pay using their preferred payment methods was one of the features that they wanted most from merchants, up from 69% in October 2021. We also found that 81% of subscribers identified “the ability to immediately cancel a subscription without penalty” as important, up from 70% in October 2021.

Merchants' responses to changing consumer expectations have been mixed. Fifty-six percent of merchants offered pause features for subscriptions, a 10 percentage point increase over the previous survey; 61% offered subscription discounts, a 6 percentage point increase; and 45% offered buy buttons, a 19 percentage point increase. Many merchants also reduced consumers' access to features that are important to them, however, such as greater payment choice. The number of payment methods available to consumers decreased from 6.5 in February 2021 to 5.7 in March 2022. Surprisingly, the 30 top-performing companies in the Index decreased their available payment methods the most, dropping from 8.1 in February 2021 to 5.8 in March 2022.



82%

of subscribers stated that the ability to pay using their preferred payment methods was one of the features that they wanted most from merchants

We also found that 40% of retail subscribers stated that rising prices will make them more likely to cancel their subscriptions in the near future, and the added pressure of limited payment choices or customer experience issues can compound this risk. This highlights the challenges facing subscription services providers: As consumers demand frictionless experiences from checkout to delivery, merchants must balance rising costs with the difficulty of improving user experiences and customer service in a landscape littered with competitors.

**Direct-to-consumer (D2C) subscription levels are down, but consumers are still looking to manufacturers for increased convenience, savings and reliability.** Half of subscribers are more likely to purchase D2C subscriptions when they encounter cost and product availability issues.

Our data shows that consumers still see D2C subscriptions as a remedy for rising costs and user experience issues with other subscription providers. Consumers see D2C subscriptions as a go-to solution for poor customer experiences far more often than mass-market merchants. A far greater share of consumers who have experienced limited product availability with a subscription tend to seek out D2C subscriptions (55%) over mass-market merchant subscriptions (22%). The same pattern holds true for consumers who have encountered erratic deliveries: 52% of consumers turn to D2C subscriptions, whereas just 21%

look to mass-market merchants. Perhaps because of this, bad D2C experiences seem especially galling: We also found that D2C subscribers are slightly more likely to lose their loyalty to manufacturers due to poor customer experiences, such as irregular deliveries or product availability issues, than other subscribers would with their providers (31% versus 27%, respectively).

**Convenience and value are especially important to younger consumers and affluent power users of subscription services.** While these groups are highly engaged subscribers, they exhibit higher subscription cancellation rates than other demographics when their expectations are not met.

Younger consumers were the most engaged with subscriptions over the last year, but many are now decluttering their subscription holdings. Generation Z consumers exhibited the highest rates of subscription cancellations in the past year of all age groups at 17%, followed by millennials at 16%, bridge millennials at 14%, and Generation X consumers at 11%. This may be partly because of friction that they may have experienced in connection with their subscriptions as well as concerns about costs. For approximately half of millennials, bridge millennials and Generation X consumers, not having to remember to shop regularly is central to their concept of convenience and a key motivation when they sign up for subscriptions. Affluent

customers were particularly prone to cancellation, as this group demonstrated the greatest reduction in the shares of current subscribers — from 40% to 27% — as well as the highest rates of cancellation — 12% — among the income groups we studied.

Convenience and reliability are highly important for both younger consumers and the affluent, and these factors consistently rank above pricing in importance. Fifty-five percent of retail subscribers in our survey stated that delivery times are becoming increasingly unreliable and 61% reported that products are frequently unavailable, and we suspect these experiences may have impacted these groups' waning loyalty.



## The great unsubscribe: Why consumers are decluttering their subscription holdings



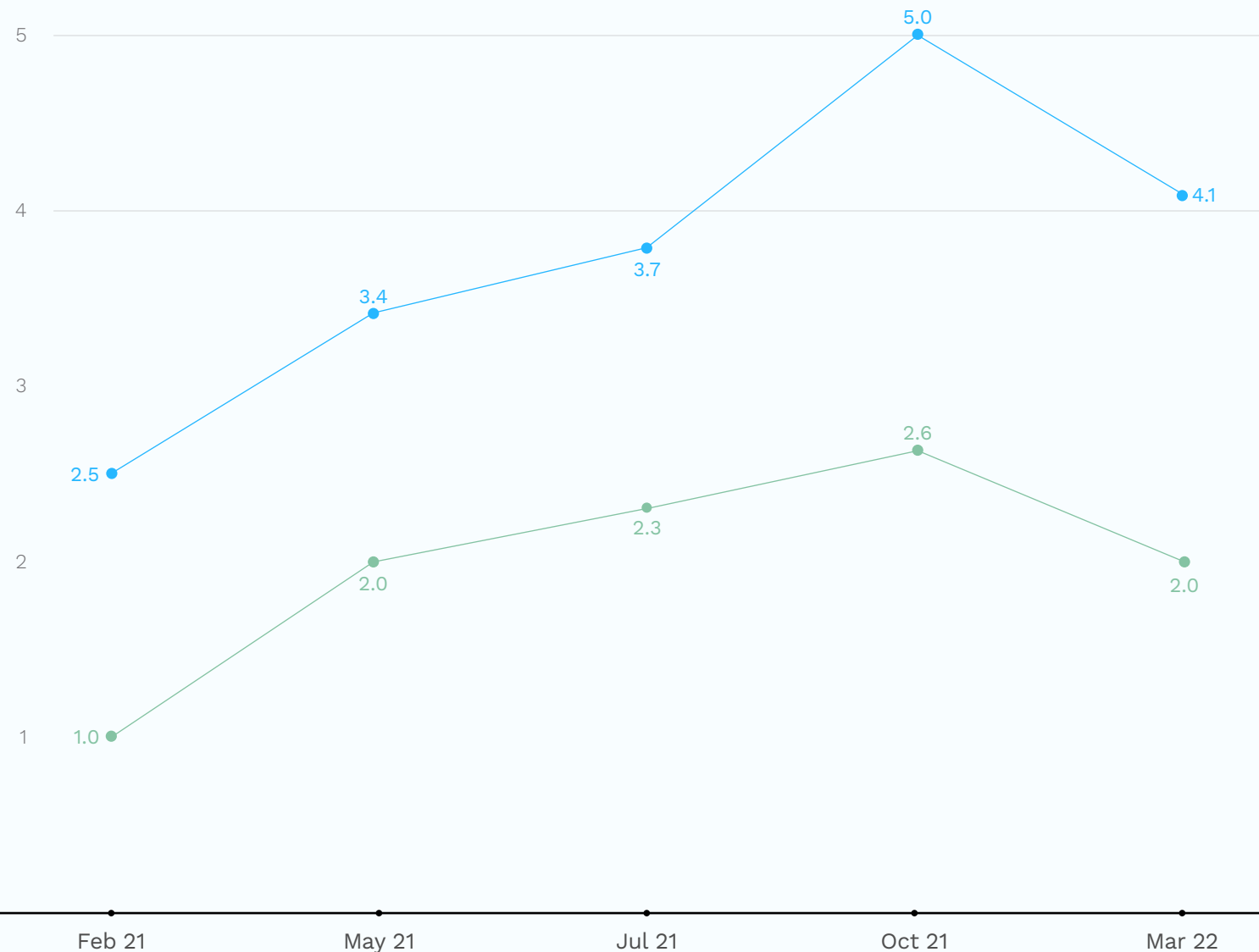
For years, consumers chose the predictability and convenience of “set it and forget it” subscription services to automate and manage everything from food preparation to home repair visits to financial investments. When those services fail to provide reliable service or consistent value, such as product availability or seamless deliveries, consumer loyalty can wane. Subscribers currently hold an average of four subscriptions, and many are expressing a desire to cut costs in this economic climate. This price sensitivity is exacerbated by user experience issues, which tend to defeat the purpose of the subscription itself, as erratic deliveries from a subscription service make rising costs hard to justify.



FIGURE 2:

## Retail subscription ownership

Average number of retail subscriptions per subscriber and average number of categories to which consumers are subscribed



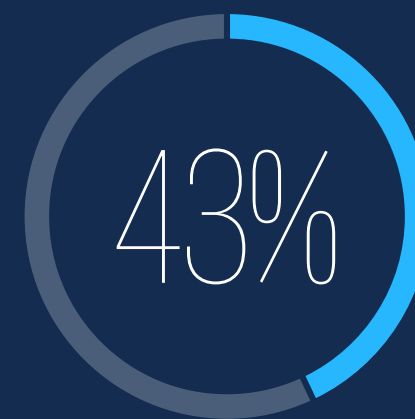
Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 12,244: Whole sample

■ Average number of retail subscriptions per subscriber (retail subscribers)

■ Average number of categories to which consumers are subscribed (whole sample)

The irony of a subscription service adding rather than removing friction from consumers' lives has not gone unnoticed by subscribers: 43% of retail subscribers stated they have noticed a combination of rising prices, increased instances of products being unavailable and deliveries becoming more erratic. Not surprisingly, significant shares of these consumers state that they are likely to cancel their subscription services soon because of these frictions. Whether it is one too many late deliveries (cited by 30%) or the frustration of unavailable products (cited by 32%), consumers state that these inconveniences outweigh the value of the subscription service itself.

These findings are in addition to the increasing weight of rising product prices, which 40% of subscribers implicate in making them want to unsubscribe. Earning consumer loyalty means managing the components that can be controlled, such as customer service and user experience — often via tools such as modern order fulfillment and inventory monitoring solutions — to minimize key consumer pain points that can damage customer relations.



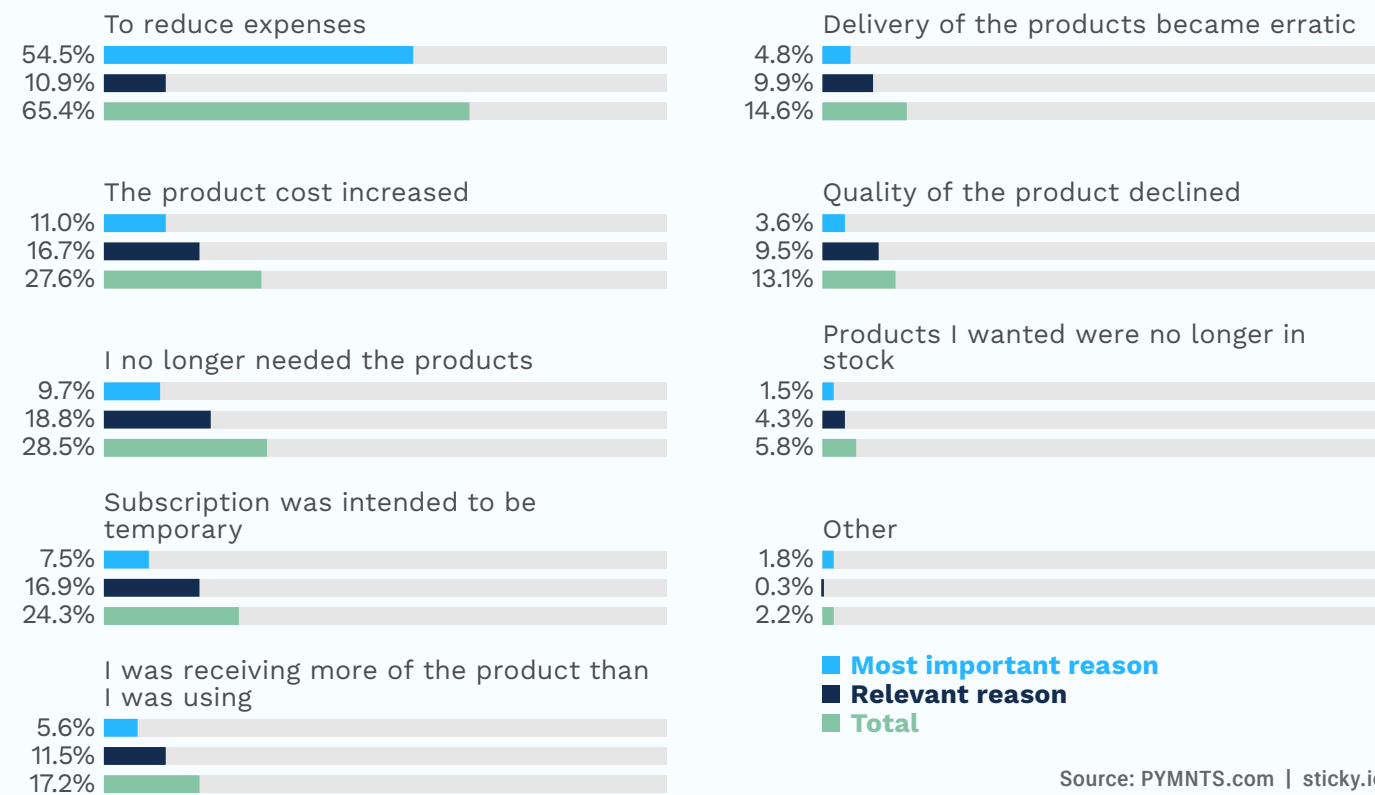
of retail subscribers noticed a combination of customer service issues and higher prices



FIGURE 3:

## Why consumers cancel subscriptions

Share of reasons consumers canceled retail subscriptions over the last 12 months

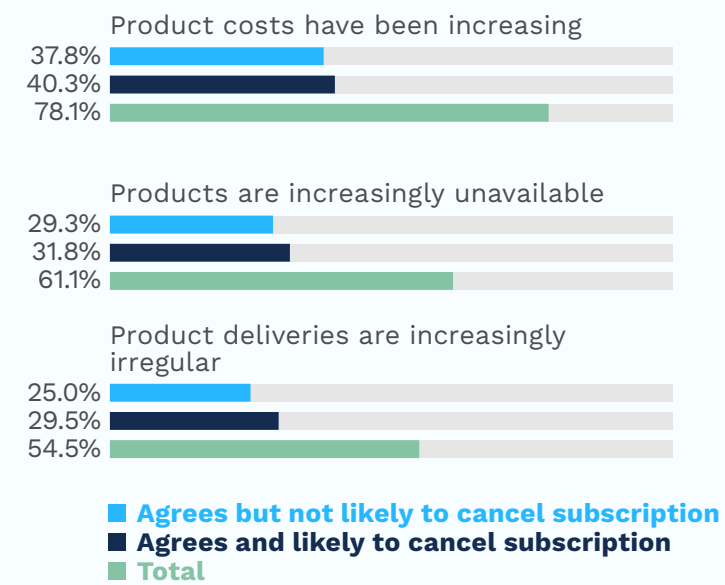


Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses

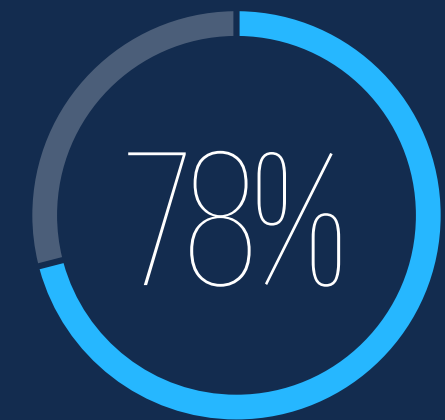
FIGURE 4:

## Consumers' recognition of subscription service frictions

Share of consumers who agree with select statements



Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses



of retail subscribers  
noticed higher  
product costs





## Redefining convenience: Why time really is money for subscribers



While subscription services face the dual challenges of worsening inflation and rising consumer standards, PYMNTS' data shows that consumers still want the convenience and choice subscriptions bring to the table — just with more control over their experiences and their time. Convenience, for many consumers, is just as important as service price — and it has consistently ranked above cost in our survey as a key driver of subscription adoption. For consumers, however, convenience is defined as much more than the ability to create an order and leave the rest to the subscription service. It has come to mean something more holistic, encompassing the ability to pay the way they want, customize how and when they receive products and determine how much of certain products they receive.

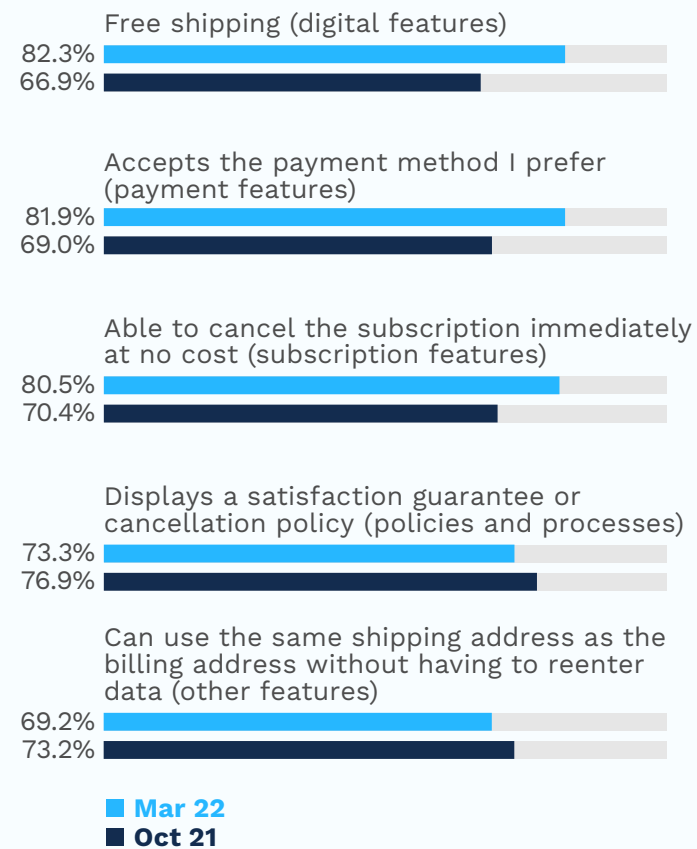
Subscribers have redefined convenience as the ability to ensure that their needs are met in the moment, preventing them from wasting time on a product or service that does not meet their standards or expectations. PYMNTS' data shows that 17% of consumers who canceled their subscriptions did so because their services supplied them with more of the product than they needed and another 28% stated that they no longer wanted the products their services offer. Both issues might be addressed through the introduction of a simple recommendation engine or plugin or by offering subscribers the option to customize delivery amounts with each order based on their needs.



FIGURE 5:

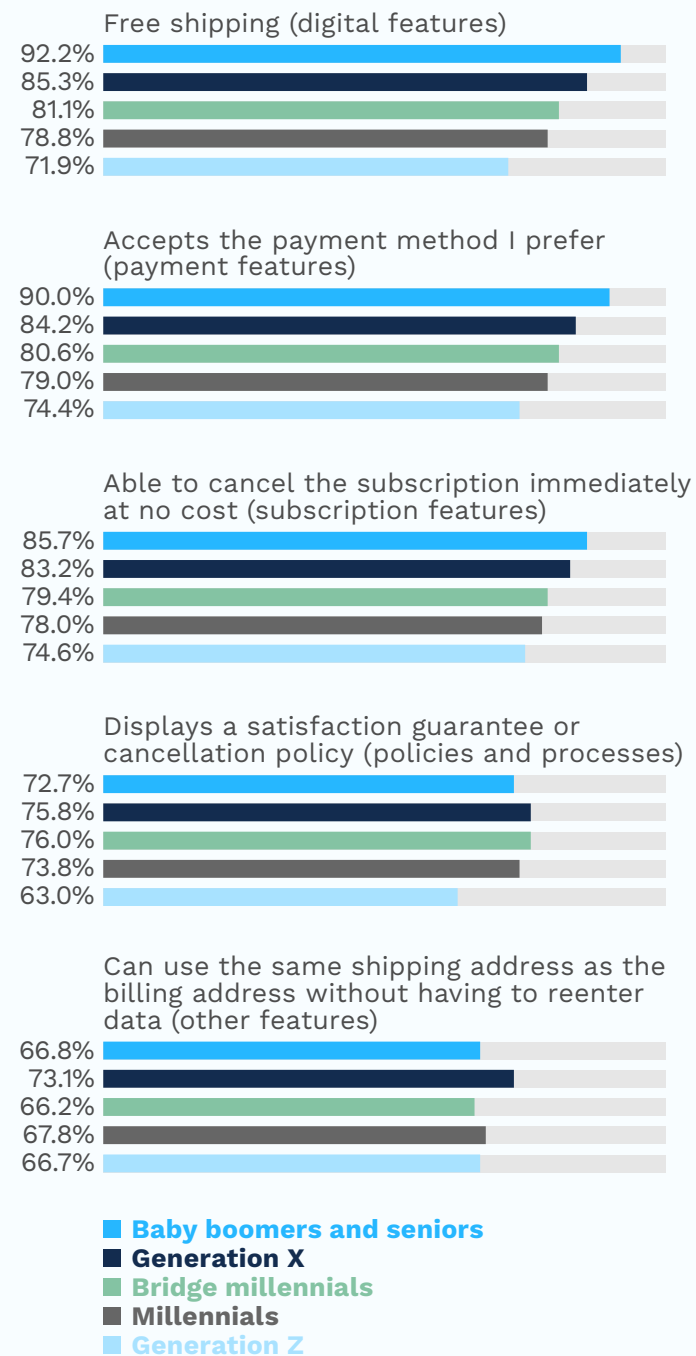
## Subscribers' desired subscription features

5A: Most chosen retail subscription feature in each category, by date



Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses

5B: Most chosen retail subscription feature in each category, by generation



Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses

Convenience for consumers is also now defined by personalization — a feature that has been embraced by eCommerce brands such as Amazon — and an imperative for consumers who are used to a range of customization features when shopping online. Today, 82% of subscribers see the ability to pay via their preferred method as a core component of convenience and place this factor among their most desired retail subscription features alongside the ability to cancel their subscriptions immediately without penalty, cited by 81%. Both

features rose in importance by significant figures between October 2021 and March 2022 and were ranked highly among all age groups. Free shipping — a basic feature that consistently ranks at the top of subscribers' must-have lists — is similarly cited by 82% of consumers. This trend translates into a new standard for subscription commerce convenience: Saving time is not the only meaning of convenience or the sole criterion that matters to consumers when choosing a subscription service.





## The loyalty gambit: How inconsistent user experiences damage consumer loyalty



Subscription services with user experience failures are highly vulnerable to subscriber churn, especially now, when consumers' perceptions of time-to-value matters more than ever.

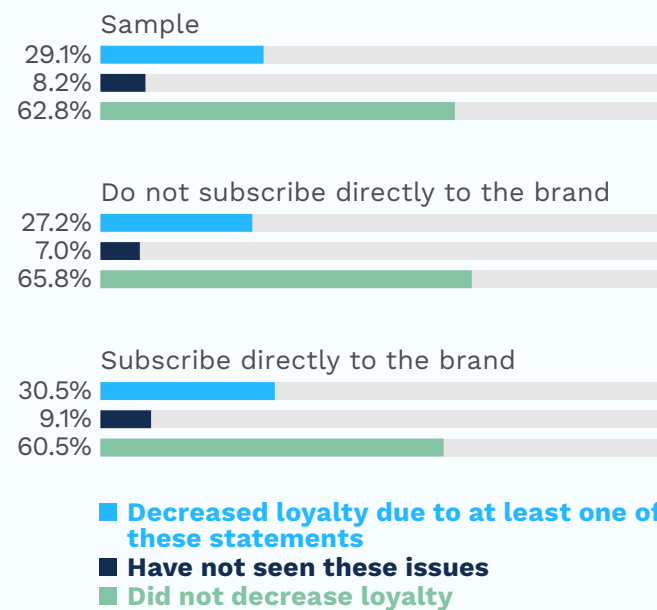
This means that subscription services need to nurture vulnerable customer relationships with more than discounts: Consumers want reliable services that remove friction from their shopping activities, and they are willing to leave familiar services for these services. Our research finds that 29% of retail subscribers feel decreased loyalty to their current subscription services due to increasing costs, irregular deliveries and a lack of product availability, and subscribers may cancel or pause their subscriptions if the balance between cost and value tips unfavorably.



FIGURE 6:

## Customer loyalty levels

Share of consumers whose loyalty has been impacted by increasing costs, product availability and irregular deliveries in select ways, by subscription status



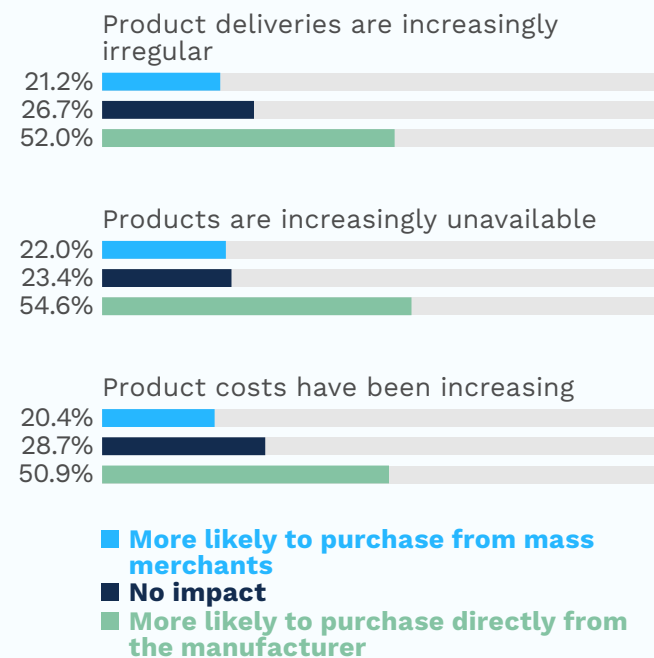
Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses

Our survey reveals that approximately half of retail subscribers are more likely to purchase D2C subscriptions when encountering these frictions. Loyalty, for today's consumer, is about convenience and frictionless user experiences. The inherent vulnerabilities in subscriber-provider relationships made worse by rising prices have made exceptional user experience not merely a way to differentiate a service but a last defense against ongoing customer churn.

FIGURE 7:

## Where consumers turn when facing frictions

Impact of select issues when deciding where to obtain subscriptions



Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 1,919: Complete responses





# The personalization effect

For many consumers, the entrancing newness of subscription commerce has faded in favor of a clearer view of its practical value. As inflation decreases the value of the dollar, consumers are demanding more seamless experiences from merchants and manufacturers and more control over how those experiences are delivered.

Consumers are paring down subscriptions — the average number of subscriptions is now four rather than the five held in October 2021 — and are prioritizing their time, not just their money. Friction drains this vital resource, and newer providers may be particularly vulnerable to churn when subscribers' expectations are not met. Consumers' needs are evolving and so is the way they define convenience — subscription services need to provide more than seamless experiences. The ability to personalize subscription experiences, from costs to payment methods, is now a principal driver of consumer preference and represents a range of features that consumers see as key to their loyalty. This scenario is evident with D2C subscribers:

47% expect better prices when subscribing directly from brands, yet total D2C subscriptions are now declining, with 20% of subscribers stating that they are more likely to purchase from mass-market merchants now that prices are rising.

Other risks to customer loyalty, such as added friction and the elimination of popular features, have emerged as inflated prices impact consumer preferences. While customers found more pause features available in Q1 2022 than ever before — 23% more merchants offered them in Q1 2022 than in October 2021 — subscribing now takes 29% more time than it did in October 2021, with consumers spending 3 minutes and 19 seconds to subscribe. Merchants also reduced payment flexibility, offering one less payment method now than they did in October 2021, and 10% fewer merchants offer features like product ratings, reviews and recommendations that help consumers customize their product choices.



FIGURE 8:

Feature offerings

Share of merchants that offer select features on their sites, over time

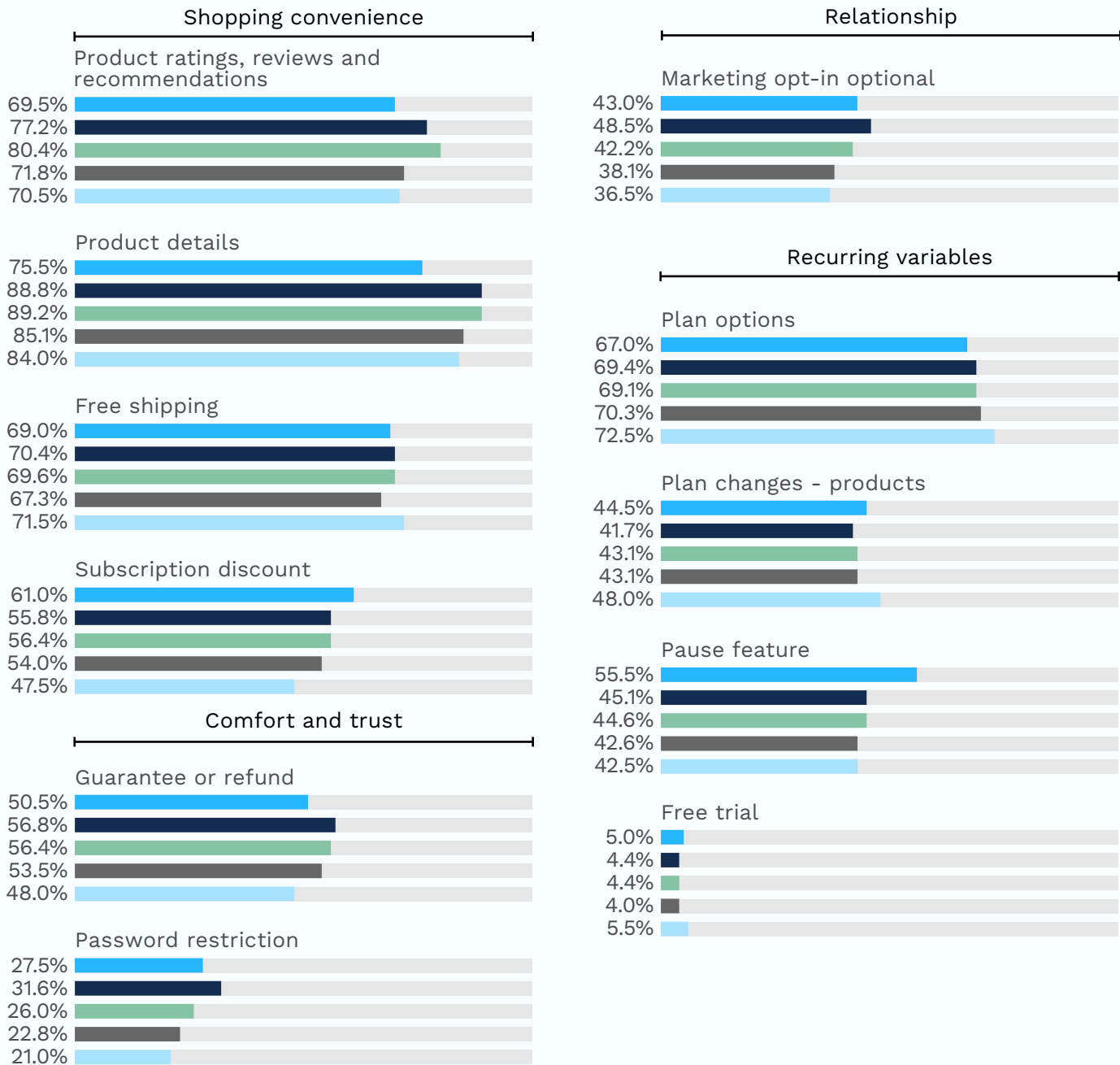
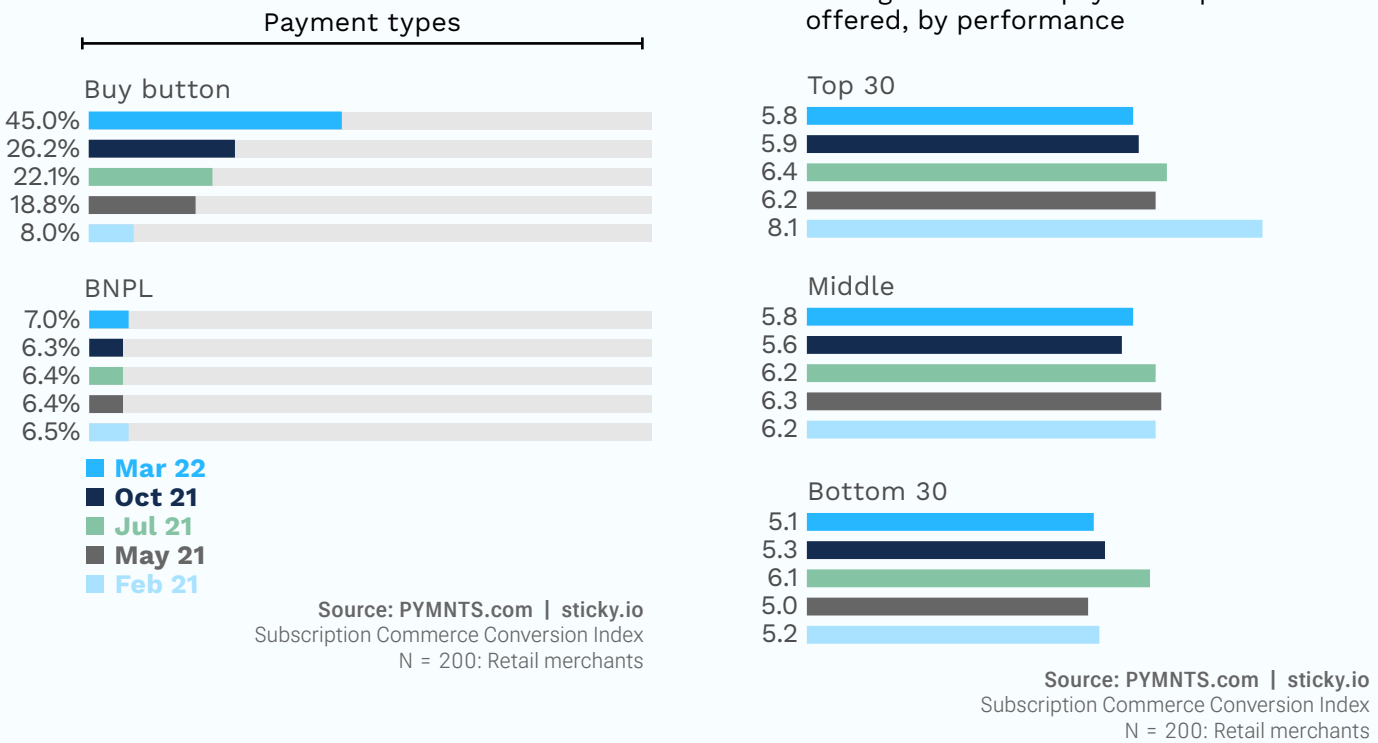


FIGURE 9:

Available payment options

Average number of payment options offered, by performance



A significant difference is evident in how leading merchants and lower-performing businesses shifted their priorities. While product details were standard among the top 30 merchants in March 2022, only one-third of the 30 bottom-performing merchants offered them — 50% fewer than did so in October 2021. Additionally, just 30% of the bottom 30 merchants showed product reviews and recommendations in Q1 2022 — 40% fewer merchants than did so in the previous quarter.

Surprisingly, smaller merchants did better than the largest merchants in delivering personalization options to subscribers. While 64% of large firms allow subscribers to customize the products in their subscriptions, the share rises to 72% for medium-large firms and 67% for small firms.<sup>6</sup>

6. We classified merchants' sizes based on internet traffic provided by Alexa worldwide rankings. Each category represents 20% of the total sample.

**Large:** Ranked from one to 65,816

**Medium-large:** Ranked 65,817 to 181,551

**Medium:** Ranked 181,552 to 437,806

**Small-medium:** Ranked 437,807 to 1,949,404

**Small:** Ranked 1,949,405 or above

FIGURE 10:

Merchant feature offerings

Share of merchants offering select features, by merchant size

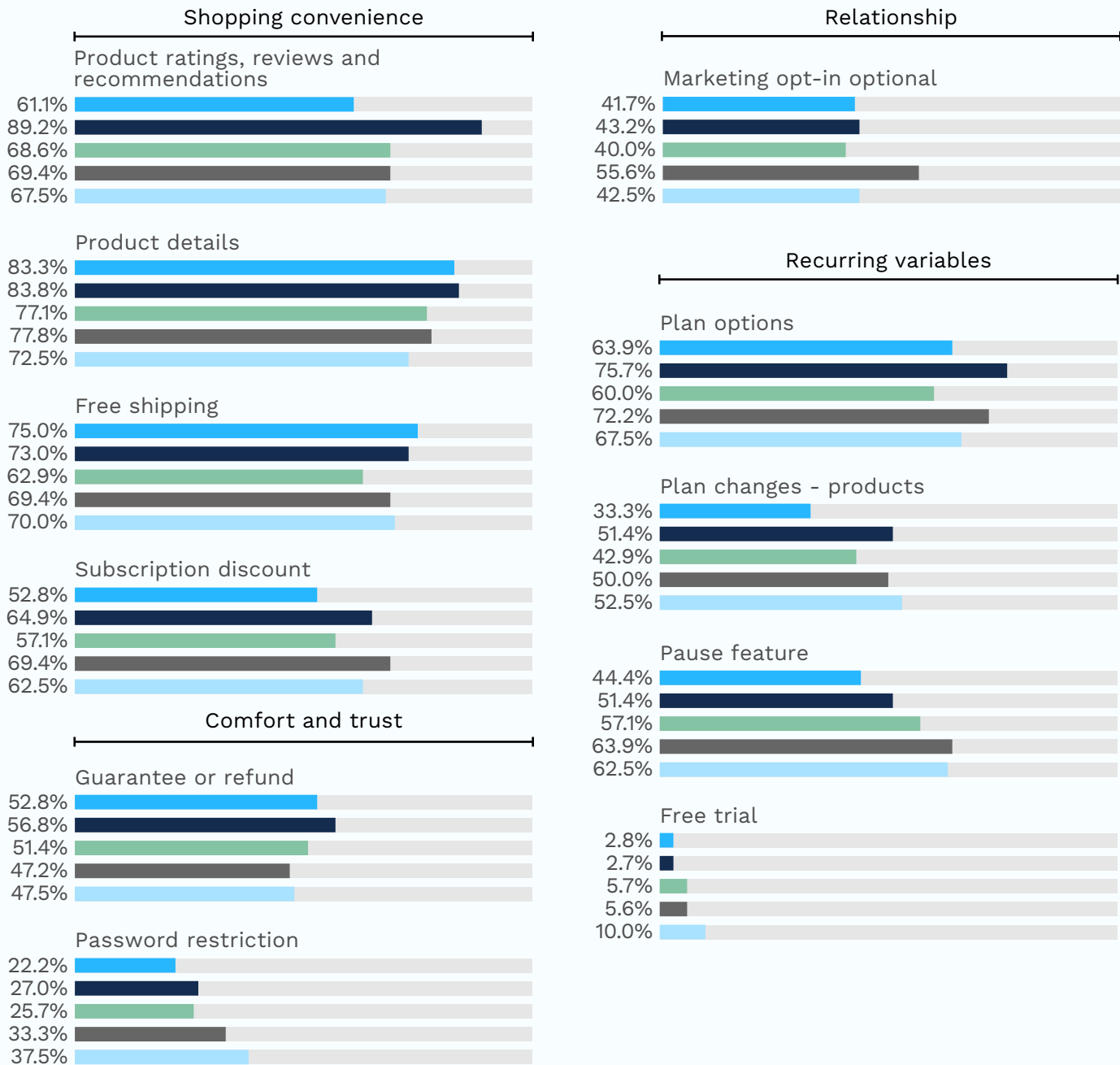
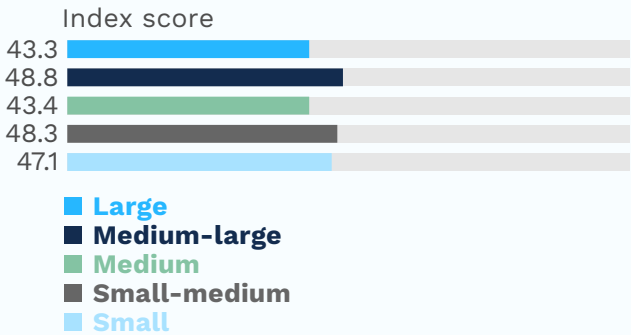


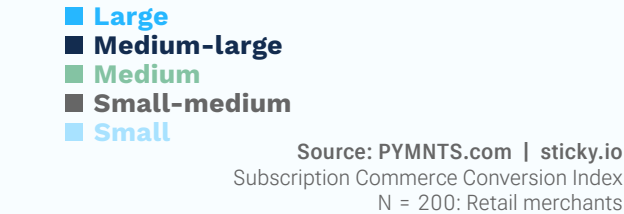
FIGURE 11:

Impact of business size

Average Index score, by business size



Source: PYMNTS.com | sticky.io  
Subscription Commerce Conversion Index  
N = 200: Retail merchants



Only 33% of large firms allow subscribers to change products after subscribing, but more than 50% of small firms include this possibility. We also found that only 44% of large firms offer the option to pause subscriptions or skip deliveries, but this option appears among 62% of small firms.

Top merchants have increased the gap separating them from bottom-performing merchants since October 2021, excelling in the areas in which bottom 30 merchants are failing to connect with customer needs, such as with product detail and refund guarantee features.



# Conclusion

Whether inflation slows in the coming year or continues at its current pace, consumers will still want access to tools that allow them to customize and personalize their subscription experiences. For merchants and D2C manufacturers, this may require the implementation of tools that leverage consumers' increasing interest in getting the best value for both their money and their time, such as offering recommendations, better payment choices and detailed product descriptions. The economic climate is pressuring both subscribers and providers to tighten their belts and focus on the fundamentals, and providers that can see past simple sticker prices and deliver the reliability that reinforces loyalty will be most able to mitigate churn and be rewarded with a reliable subscriber base.

## METHODOLOGY

The Subscription Commerce Conversion Index draws from a survey of a census-balanced panel of 1,919 adult U.S. consumers and a complementary study in which PYMNTS researched the online subscription sign-up processes of 200 subscription commerce providers across more than nine industries. Respondents to the consumer survey were an average age of 40.7, 49 percent were female and 42 percent earned more than \$100,000 in annual income. The consumer survey is conducted quarterly; this Q1 2022 survey was conducted between Feb. 24 and March 21.



# About

## PYMNTS.com

[PYMNTS.com](#) is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

## sticky.io®

Headquartered in San Francisco, [sticky.io](#)® is a leading subscription commerce platform that helps brands build lasting bonds with customers. Consumers today expect authentic and personalized experiences when they interact with brands. Being able to deliver the right message and offer at the right time can mean the difference between loyalty and churn. With 400+ partner integrations, supporting 71 million subscriptions and processing more than \$4 billion in transactions annually, sticky.io is a flexible, API-driven solution built to maximize recurring revenue. To learn more, visit [www.sticky.io](http://www.sticky.io).

# Subscription COMMERCE CONVERSION INDEX

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