



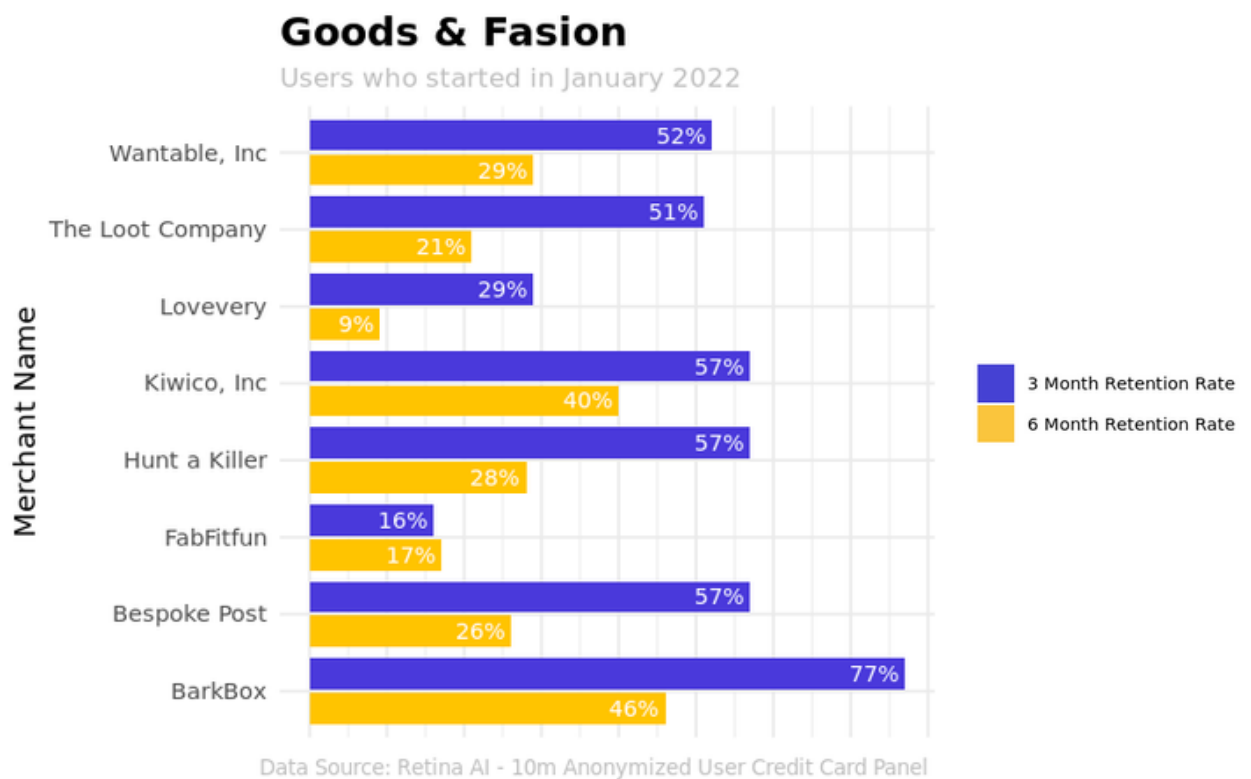
2022

What 10 million US customers say about retention rates

Retaining customers is hard

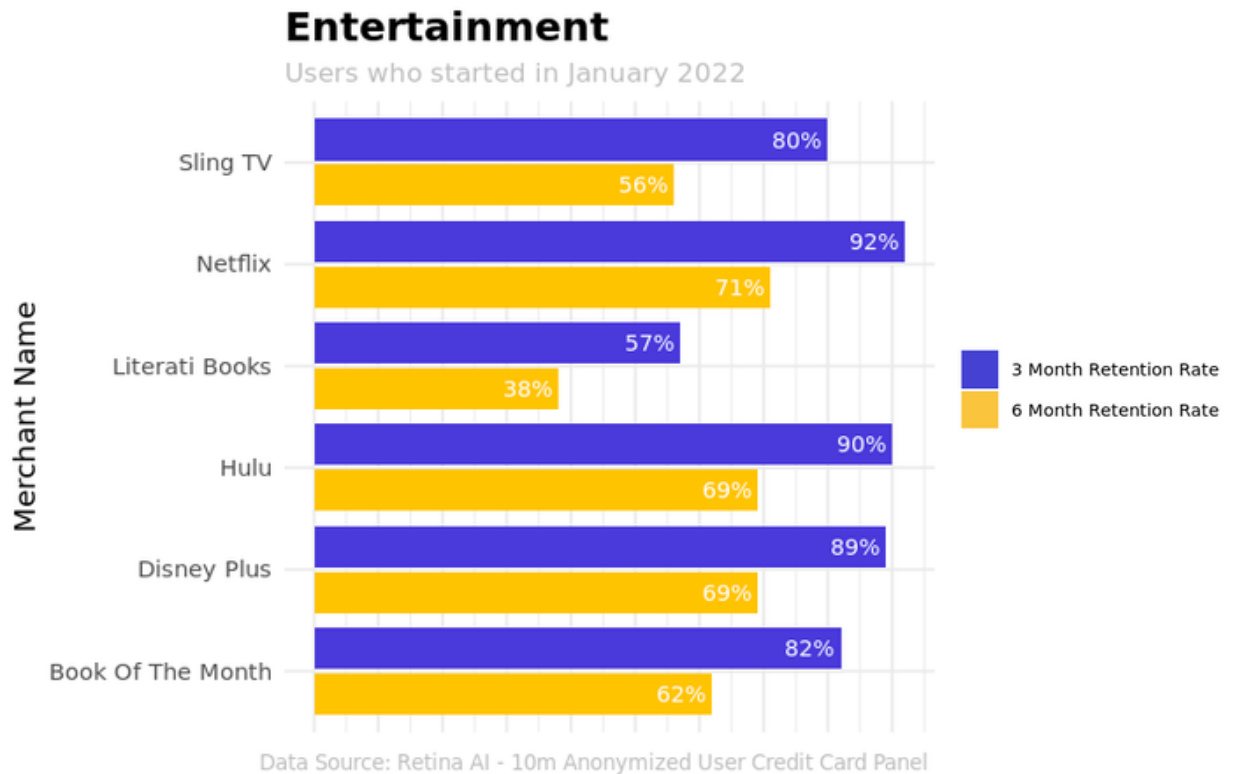
Churn is the bane of any subscription business. It's the constant drip, drip, drip of customers canceling that can erode your company's growth. To combat this, you need to understand your retention rate - how many customers are canceling each month? - and work hard to lower it. But what does the average retention rate look like?

We analyzed 10 million US customers from January 2022 across several industries. Here's what we found:



People are willing to keep a subscription longer for their dog than their child. On average Barkbox was able to keep 77% of its customers after 3 months while companies like Kiwi Co. & Lovevery can keep 57% & 29%. I guess the fur-babies win over the skin dogs.

Another surprising note was that the book subscription companies, Book of the Month and Literati Books have high retention rates after both 3 and 6 months. Even though the streaming services keep a higher 3-month retention rate, Book of the Month is not too far from how many customers Netflix and Disney Plus keep after 6 months. The written word is not dead.



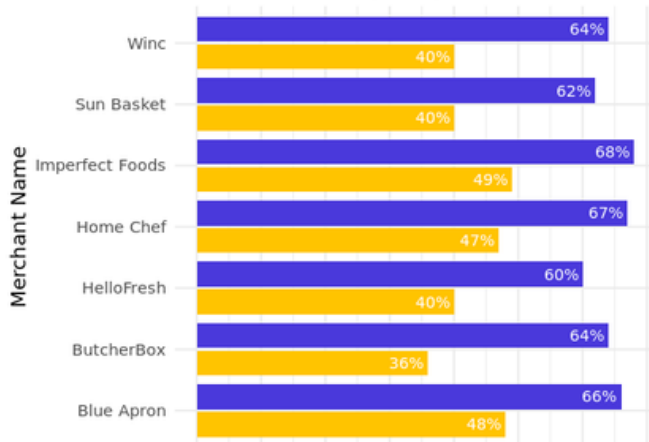
One thing is consistent about any business, you will lose customers over time and there is a chance you are losing your most valuable. Often cancellation flows are treated like your email subscription management page, an outdated page that is often visited but never optimized. If I was some of these businesses, I would be very concerned that I can't keep at least 50% of my customers over 3 months. That could represent anywhere from 20% to 80% of all your revenue! Retina can help you keep a large part of that revenue, especially for your most valuable customers.

Retina offers provides a predictive Customer Lifetime Value & percent of churning at a user level through our platform. Using those two values, you can keep your most valuable customers and fire the ones who are using resources.

Additional Industries:

Food

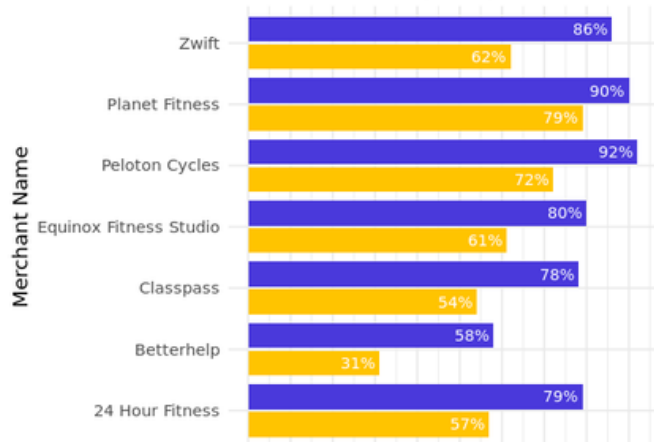
Users who started in January 2022



Data Source: Retina AI - 10m Anonymized User Credit Card Panel

Health

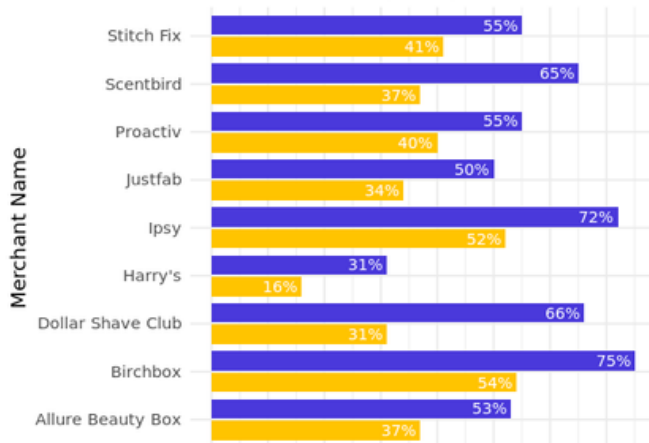
Users who started in January 2022



Data Source: Retina AI - 10m Anonymized User Credit Card Panel

Beauty

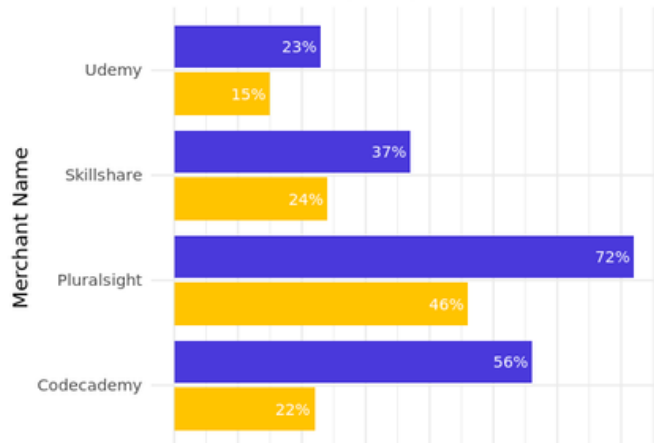
Users who started in January 2022



Data Source: Retina AI - 10m Anonymized User Credit Card Panel

Learning

Users who started in January 2022



Data Source: Retina AI - 10m Anonymized User Credit Card Panel

