



## Outsmarting Subscription Challenges



### Challenges



### Solutions

#### Acquisition & Conversion

1. "I don't know where my subscribers are coming from"

- Leverage user acquisition reports in the Google Play Console

2. "My users are not perceiving the value of my premium service"

- Promote the value proposition of your subscription at various touch points in the app, especially during onboarding
- Offer free trials to get users to try before they buy

3. "Users attempt to subscribe but do not complete their purchases"

- Simplify your payment flow to 2 taps with Google Play Billing

4. "I have a lot of users in the free tier that are not willing to pay"

- Use behavioral insights to nudge for an upgrade
- Use intro pricing to offer periodic sales to new subscribers

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## Solutions

### Retention & Recovery

5. "I have trouble retaining my subscribers"

- Gamify, give subscribers something to nurture
- Offer longer subscription durations (3/6/12mo) to lock users in

6. "My subscribers are churning and I don't really know why"

- Analyze retention and cancellation reports in the Google Play Console to understand why subscribers churn

7. "My subscribers are churning and I don't really know when"

- Get notified in real-time when users cancel (NEW!)

8. "Subscribers stay on the service a couple of months, but then they leave (voluntary cancel)"

- Reach out to churned users to offer them a promo or re-emphasize premium features / new content
- Enable subscriptions restoration to make it easier for subscribers to restart their subscriptions (NEW!)

9. "Every month a significant percentage of my users' payments gets declined (involuntary cancel)"

- Enable grace period in the Google Play Console to give users an extra 3 or 7 days to fix payment issues
- Use account hold to put subscribers in a "suspended" state

### Pricing

10. "I wonder if I'm leaving money on the table..."

- A/B test different pricing through Firebase Remote Config
- Offer multiple plans with a varying set of features
- Use Plan Upgrade / Downgrade to let subscribers seamlessly move between plans

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