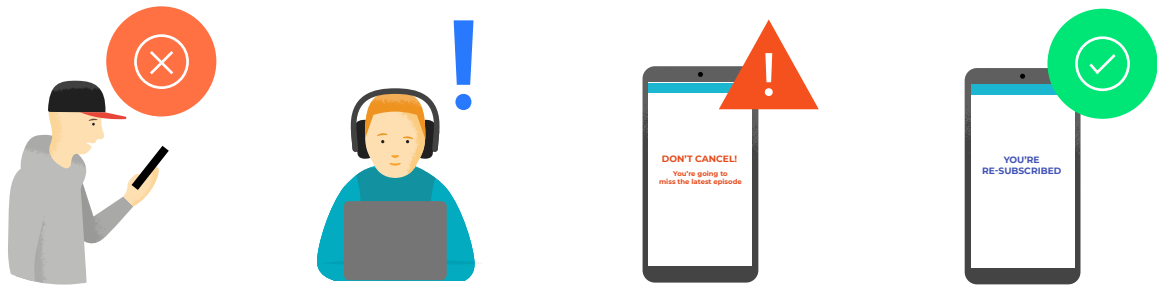


Win back cancelled subscribers



Subscriber cancels

Google sends real-time developer notification

Developer sends winback message to user

User restores subscription

Google Play offers a complete solution to help you retain your subscribers and win back those who have churned.

✓ Monitor subscriber state changes, such as “canceled”, “on hold” and “restarted”, using [real-time developer notifications](#). Armed with this information, you can contact the subscriber, urging them to fix their form of payment, or offering them a discount not to leave or to come back.

✓ Take action to prevent **involuntary churn**, which happens when a subscriber's payment method fails, by offering subscribers opportunities to fix their payment methods.

- Offer a [grace period](#) to extend a user's subscription by three or seven days if their form of payment fails while Google retries the payment.
- Use [account hold](#) to block access to your content or service for up to 30 days if a user's form of payment fails until they update it.

✓ **Voluntary churn** occurs when a user cancels their subscription on purpose. You can take action to prevent voluntary churn at several stages in the subscriber lifecycle.

Before a subscriber cancels

- Offer the subscriber flexibility to change plans within the app using [upgrade/downgrade](#).
- Defer billing through the [Google Play Developer API](#) to give existing users free service for a temporary period of time to address outages or service issues.

When a subscriber cancels

- Highlight content or features the user hasn't tried, then ask them to restore their subscription before they cancel using [subscription restore](#).
- Offer subscribers a discount by using an [intro price](#) or [free trial](#).

✓ Measure your app's retention using the retention report in the [Play Console](#). The report lets you see how long you retain your subscribers and the types of cancellations that led them to churn.