

# Recurly

## Subscriptions Are Fueling the E-Commerce Juggernaut

Subscriptions are changing the face of retail. A wide variety of products are sold via subscription from box-of-the-month consumer goods—food, fashion, cosmetics, personal care items, toys, you name it—to high-end electronics and services. With a universe of compelling choices available at the click of a mouse, reliable deliveries and the delight of receiving something new—why not wrap it all up as a holiday gift?



NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	BLACK FRIDAY	28
29	CYBER MONDAY	1	2	3	4	5

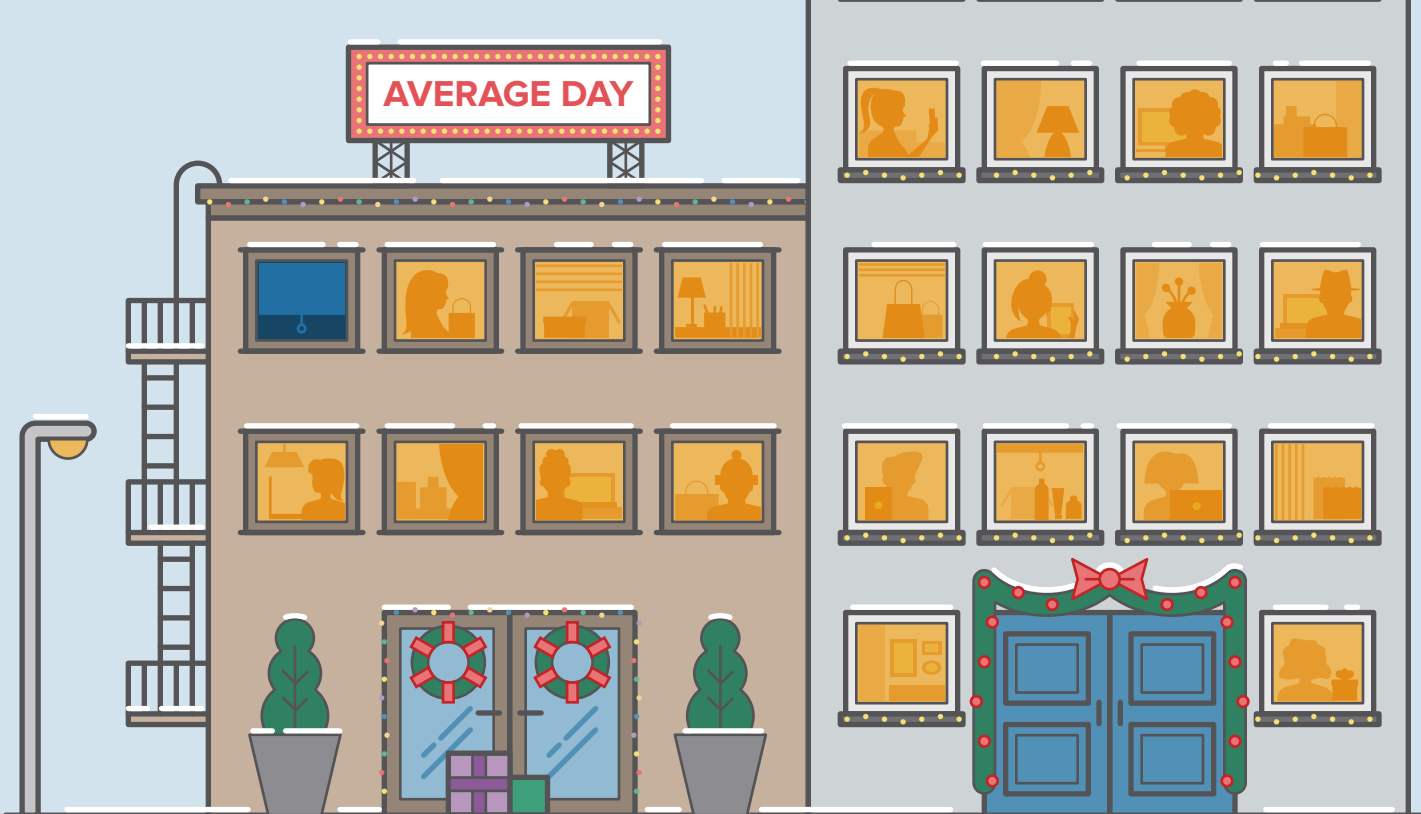
### HOLIDAY SHOPPING TIME

Using a holiday basket of subscription goods as a guide, we examined the critical holiday shopping period that includes Black Friday and Cyber Monday and found that shoppers and merchants agree—subscriptions are the gift that keeps on giving.



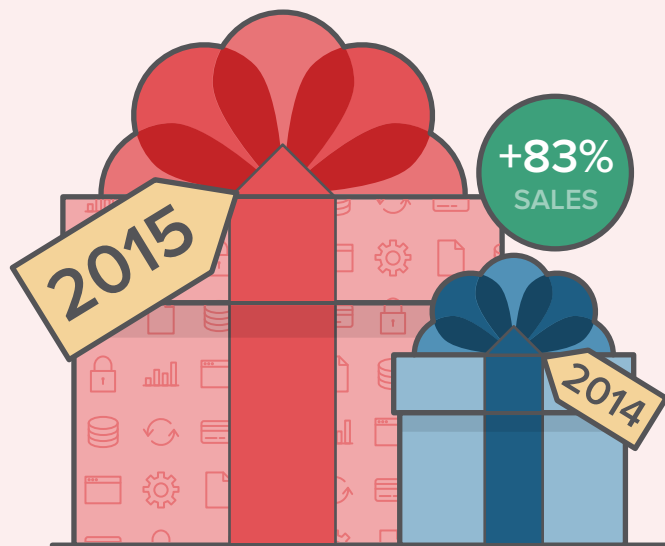
### A JUMP IN VOLUME

Subscription-based merchants experienced a **230% jump in total payment volume (TPV)** on Cyber Monday 2015 as compared to the other days during our study period.\*



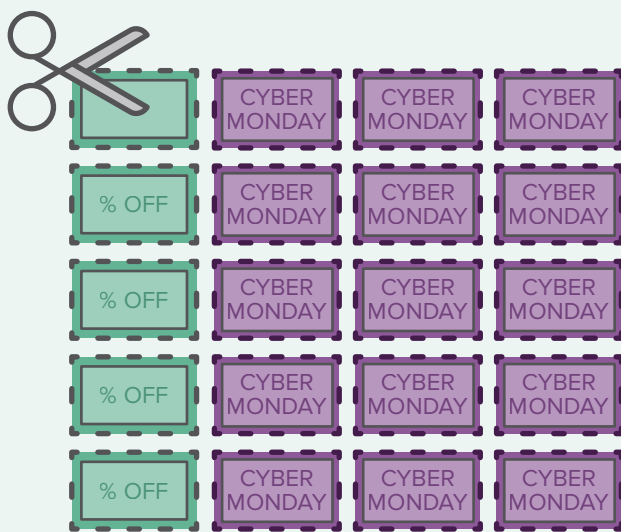
### A SEASONAL SURGE

Looking at same store sales reveals Cyber Monday was the busiest shopping day in our study period—same store sales **grew 83%** from 2014 to 2015!



### THE POWER OF PROMOTIONS

Sales promotions play a big part in the holiday shopping equation. While promotions occurred throughout the study period, Cyber Monday saw **three times more coupon redemptions** than other days during the study period.



Merchants who want to create their own sales juggernauts can find tips, techniques and best practices for subscription businesses with Recurly.

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# Recurly

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\*The small print: Study period covered the two-week period that included Black Friday and Cyber Monday, the traditional start of the holiday shopping season. Specific dates: Friday, November 20, 2015 to Friday, December 4, 2015. Black Friday fell on November 27 and Cyber Monday on November 30.