



DTC Subscriptions Set-Up Checklist



1 Decide on tooling

Most common ones used are Recharge and Skio, but Shopify is also releasing subscriptions. Do a side-by-side comparison of all options to see what best fits your needs.



2 Decide what to offer

Look not just at what your most popular products are, but what products have the highest repurchase rate.



3 Decide discount and frequency

Price shouldn't be so low that it devalues your product. Consider how to communicate offer (e.g. spreading bigger discount over multiple orders, or having higher discount for first order).
Decide frequency by using predictive repurchase tool like Relo.



4 Make a website page

Clearly communicate the benefits and logistics of subscription.
Minimise friction with a resource (e.g. a table) to help them determine how frequently they should receive orders.



5 Get people onboard

Decide on target segment (e.g. 2+ time purchasers).
Consider incentive for signing up (e.g. free gift).
Integrate comms into post-purchase flows, email campaigns and retargeting campaigns.



6 Keep people onboard

Be transparent about how to update or cancel.
Test programme and determine key churn points.
Incentivise customers to stay past churn with gifts and offers.