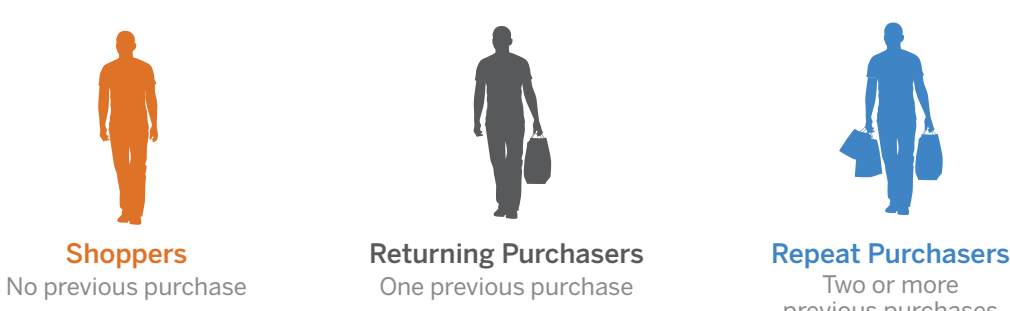


# Subscription Commerce Success VISUALIZED

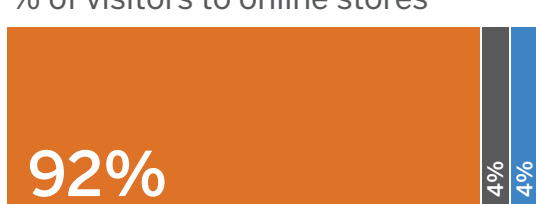
presented by OPEN

No matter what your business, **returning and repeat purchasers** represent a great opportunity to increase sales.

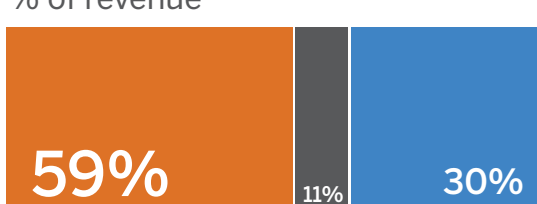


In the U.S., 41% of revenue comes from returning or repeat purchasers, who represent only 8% of all visitors.

% of visitors to online stores



% of revenue

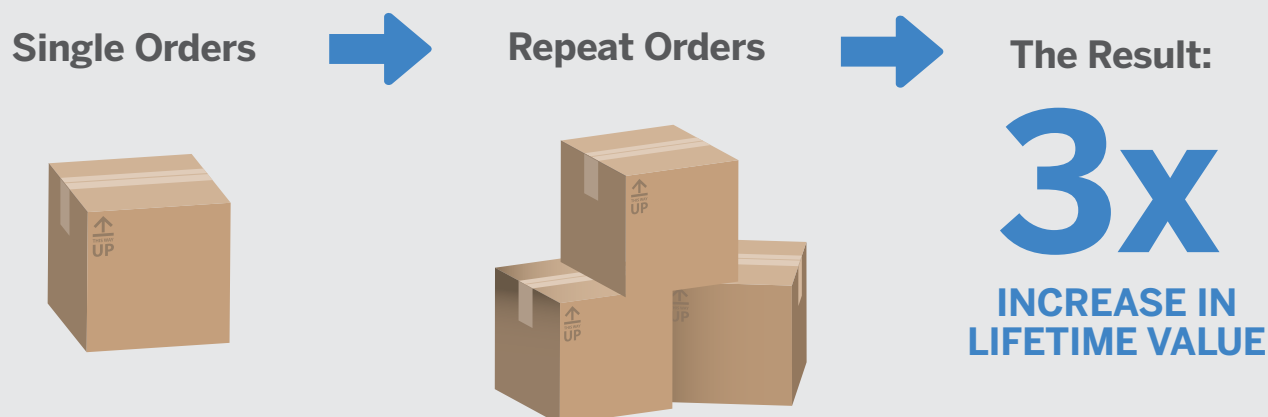


## What does all this mean?

Services designed to make repeat shopping easier are worth every penny.

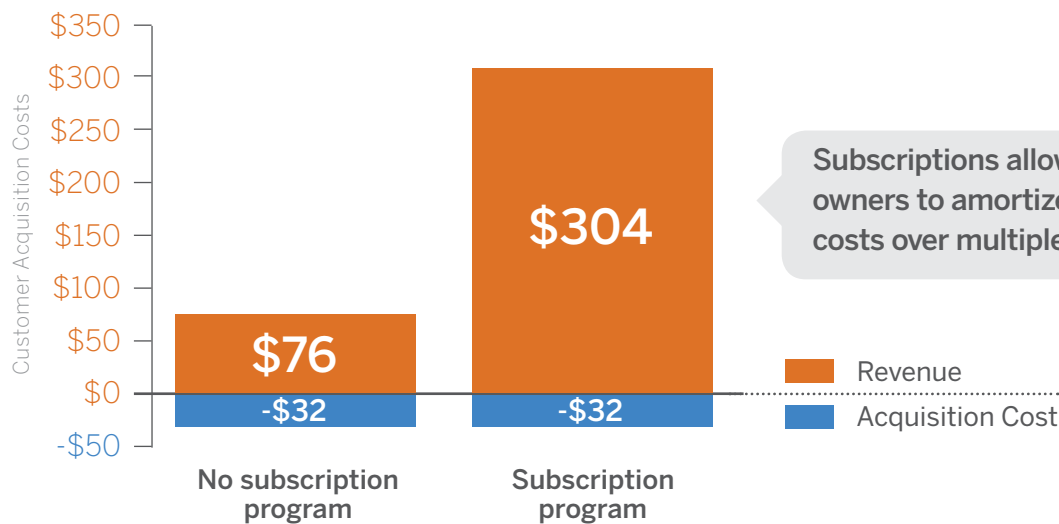
Source: Adobe Digital Index Report: The ROI from Marketing to Existing Online Customers. Q2 2012 (USA).

For repeat purchasers, **subscriptions are an automatic and convenient way** to replenish supplies on items they already use and love. For business owners, they represent a **simple way to better serve** existing customers while growing their lifetime value.



Source: OrderGroove estimates

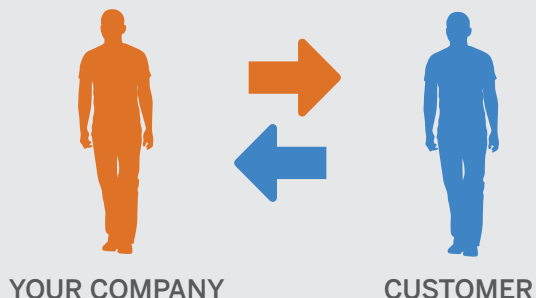
But subscriptions aren't just for upgrading existing customers. Savvy retailers should seek to bring in **new customers as subscribers** too.



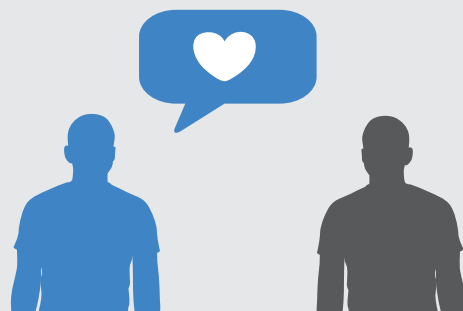
Source: OrderGroove estimates

With **subscription models** in place, business owners will benefit from:

Being in touch with loyal customers regularly



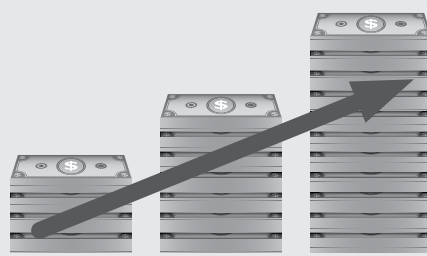
Better serving top customers, growing goodwill, and earning word of mouth promotion



Having a built-in, recurring opportunity to market additional products



Collecting recurring revenue with minimal sales efforts



Sales teams and marketing budgets freed up to target new prospects

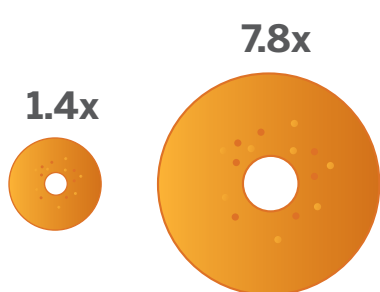


Streamlined operations



## Case Study: Subscription Commerce in Action

Z-Peat, a replenishment system powered by OrderGroove, is simplifying online shopping and driving sales at New York City's most iconic specialty food shop, Zabar's.



Subscribers purchase **5.6x** more often than average shoppers



Subscribers spend **2.7x** more annually than average shoppers

"Many of our customers want to receive their favorite Zabar's products, like coffee and bagels, every few weeks. Z-Peat makes repeat orders easy, offers loyal customers a timesaving service, and streamlines operations at Zabars.com."

—Larry Zilko, Director of Zabars.com

Source: Zabar's estimates.

To learn more about subscription models, visit: [Ordergroove.com](http://Ordergroove.com)

