

The importance of the subscription model

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss the subscription model.



The subscription business model is respected and recognised as a profitable and scalable way to grow lifetime value, reduce churn, and, most importantly, grow recurring revenue.

One of the biggest boons to subscriptions is the benefit they provide to both consumer and merchant. Consumers get the convenience of a product they desire delivered on a regular basis right to where they want it.

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