

# Ecommerce for Subscriptions



Generate recurring revenues and increase customer convenience with regularly ordered items.



Reduce your cost of acquisition, build strong customer relationships and create loyal followers with reliable sources of recurring revenue through product subscriptions. tradeit enables you to offer replenishment, curation or access subscription services to your customers with a complete set of self-service tools for simple management.

## Subscription Ecommerce Features



### Subscription types

Cater for replenishment, curation or access subscription types inherently within the platform. No clunky plug-ins, bolt-ons or apps. No additional costs.



### Set delivery address

Customers can configure a delivery address for their subscriptions and all products will be sent there. Delivery addresses can be updated at any time in their account.



### Preferred delivery day

Customers can choose a delivery day for all subscriptions to suit them (Mon-Sun) which they can change at any time in their account.



### Payment method

Customers can select a card payment for subscriptions from existing cards on their account or via a new card. They can change payment card at any point from within their account. Customers are emailed before taking payment for each subscription, outlining what's included each time, and are also notified of expiring & expired cards.



### Set frequency

Allow customers to choose from different frequencies; weekly, every 2 weeks, every 3 weeks, every month, every 2 months, or every 3 months etc... The list can be customised to remove frequencies that are not valid to particularly products or expanded to include other frequencies required.



### Failed payments

If payment fails the customer will be notified and they then have 24 hours to amend it in order to receive their goods as scheduled. They will also be notified if their preferred payment method will expire in the next 2 months. Merchants can report on failed payments of subscriptions in tradeit's administration system.



### Delivery options

The relevant delivery option will automatically be assigned to any subscriptions to ensure that it arrives as requested by the customer (i.e. on the specified day of the week/date).



### Cancellations/Holidays

Customers can log in to their account and manage their subscriptions, including cancelling any they no longer require, or moving the delivery date whilst they are on holiday.

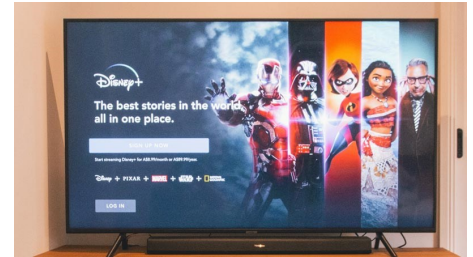


### Safe & Secure

Fully PCI-DSS compliant meaning payments are taken safely and securely at the requested frequency.

# Ecommerce for Subscriptions

Most ecommerce platforms don't offer any subscriptions functionality without the use of third party plug-ins or apps. The tradeit ecommerce platform has subscription functionality built-in to the core code meaning it has been natively developed to work alongside all of the other functionality, straight out of the box. It's also flexible enough to support all three subscription models making it a great choice for providing ecommerce subscription services.



No matter what your business model or type, the flexibility of tradeit's subscription functionality means it can be adapted to suit whatever you sell, from the ongoing replenishment of commodity items, to simple online access to paid-for content. The subscription tools have been designed to allow the customer to self serve and provide a host of benefits.

- Turn potential one-time purchases into repeat orders, creating extremely loyal customers.
- Acquire a regular source of revenue without some of the associated costs of attracting that additional business.
- Help manage cash flow, planning, inventory, and forecasting.
- Free up valuable staff time and resources by avoiding heavy levels of administration.
- Get an accurate measure of Customer Lifetime Value (CLV) and churn rate.
- Open up a new customer base where previously users wouldn't have been able to afford large upfront cost (with access subscriptions).
- Additional recurring revenue makes business more valuable and more attractive to potential buyers.



*The subscription module has been great to work with, our customers are very happy with everything, and everyone understands how it works very well.*

**E-commerce & Marketing Director, McAdams**

## Subscription Ecommerce Customers

CANAGAN™

YORAF

healthspan

McAdams  
SMALL BATCH *Small Batch Crafted for Quality*

TRIBAL  
NUTRITION EVOLVED

BARCODE  
WAREHOUSE

Call us

01865 880 800

Email us

info@redtechnology.com

Visit us online

www.redtechnology.com