

# Capture Recurring Revenue with Punchh Subscriptions



## Punchh Customers using subscriptions saw a

**163%**

increase in customer lifetime value (CLV)

**6.5x**

Lift in visit frequency

Punchh Subscriptions help brands activate a recurring payment model to provide loyal customers exclusive access to a product or service over a period of time.



**The subscription economy will be worth \$1.5 TR by 2025**



**Each household subscribes to at least 10 subscription services**



**On average, Americans spend \$640 a month on subscriptions**

## The value to your brand:

- ✓ Customer lifetime value
- ✓ Loyalty spend
- ✓ Frequency
- ✓ Upfront cashflow
- ✓ Recurring revenue
- ✓ Brand differentiation

## The value to your guests:

- ✓ Exclusive access to subscriptions through loyalty
- ✓ Save by buying upfront
- ✓ Convenience and relief from meal planning
- ✓ Consistent quality from the brand they love

The Punchh Wallet package includes subscriptions and a growing set of features\* that gives you the freedom to create a customized mobile wallet solution tailored to your business goals and objectives. Only pay for the features you choose to use.

## A Subscription Solution that Works for You

- Guests access subscriptions, renew and manage auto payments in your app
- Subscription tracking
- Renewal processing & automated renewal marketing messaging
- Customer targeting to encourage signups
- Journey campaigns triggered by subscription-related purchases
- Custom analytics to track impact and ROI

\* Saved Payments, Stored Value, Apple Wallet Loyalty as well as Punchh Passes and the ability to pay, earn and redeem rewards with one tap. [Learn more here.](#)

# Create a Subscription That Builds & Rewards Loyalty



## Unlimited Subscriptions



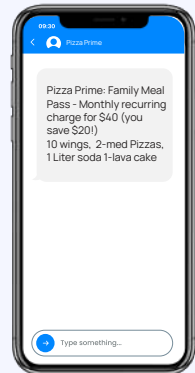
## Exclusive Offerings



## Selected Menu Offering



## Family Meal Pass



CONTACT US

Learn More About Subscriptions in Punchh Wallet

