

Completely
Revised and
Expanded
2nd Edition

SUBSCRIPTION MARKETING

*STRATEGIES FOR NURTURING
CUSTOMERS IN A WORLD OF CHURN*



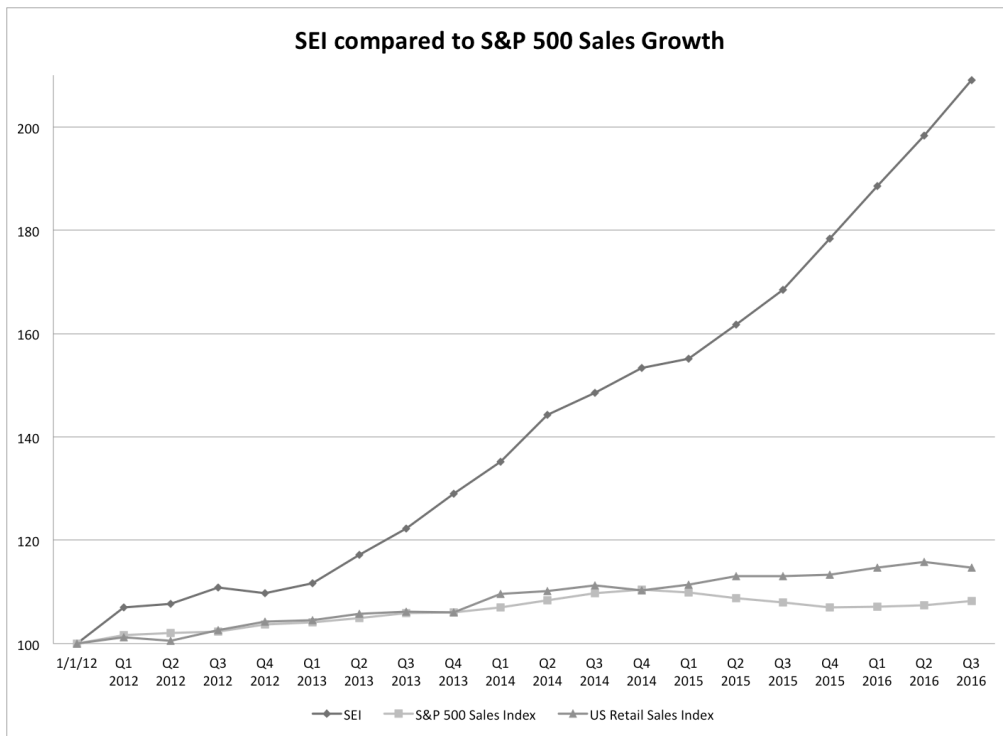
ANNE H. JANZER
AUTHOR OF THE WRITER'S PROCESS

Research, Graphics From the Print Edition

For those of you who have the Kindle or audio versions of the *Subscription Marketing* book, this document compiles charts and research mentioned in the book, so you can have them in a printed form.

Introduction

The introduction cites the Zuora Subscription Economy® Index. The research highlights the significant growth of subscription-based businesses compared to traditional counterparts. Find the full Subscription Economy Index report on the Zuora website (zuora.com).



Chapter 1: The Growing Subscription Economy

To learn more about the circular economy, visit the [Ellen MacArthur Foundation](http://ellenmacarthurfoundation.org) site.

Chapter 3: The Marketing Impact

Find the Scout Analytics/Service Source research about the time to profitability for a subscription customer in the blog post titled “Calculating Customer Lifetime Value” on the ServiceSource blog.

Chapter 8: Help Customers Create New Habits

Check out B.J Fogg’s research into habit change on his website, bjfogg.com, on the Persuasive Technology website at captology.stanford.edu, or in his textbook, *Persuasive Technology*.

Chapter 11: Quantify Your Value

The ThreatMetrix Cybercrime Threat Map is accessible from the Resources section of the ThreatMetrix website at www.threatmetrix.com.

Chapter 13: Create Value Through Content

The data about podcasting listener growth is from Edison Research, The Infinite Dial 2016, available at EdisonResearch.com. You can also find the Edison Research Interactive Advertising Bureau study on the website.

Chapter 17: Handle Breakups Gracefully

Here’s the Return Path unsubscribe image:



Chapter 18: Share Your Story

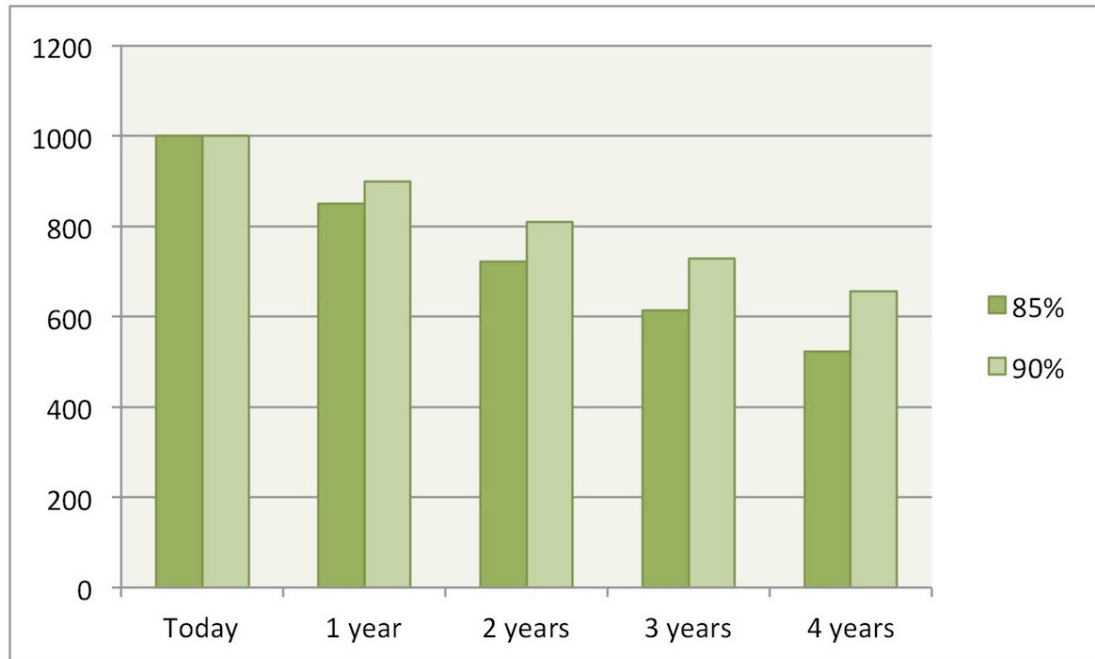
The Ben Horowitz quote about story and strategy comes from Carmine Gallo’s article “Your Story Is Your Strategy, Says VC Who Backed Facebook and Twitter” on Forbes.com, April 29, 2014.

Chapter 19: Embed Values In Your Business Model

Download the Cone Communications/Ebiquity Global CSR study from the Cone Communication research blog.

Chapter 21: The Business Case for Value Nurturing

The following graphic highlights the difference between 85% and 90% customer retention rates, using a sample customer base of 1000. Customer retention and churn are both compounding metrics. Small, incremental changes can have a big effect over time



Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

Chapter 24: Common Challenges and Risks

The article “What Really Killed Homejoy,” by Ellen Huet appeared in Forbes, July 23, 2015.