

## Offers to retain paid customers: Involuntary churn (Recurring card failure)

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### Problem Statement [🔗](#)

Every month, a \$490K churn happens due to card failure at the time of renewals. This contributes ~23% of the total monthly churn.

There is a 15-day grace period which is given after the first failure and after 15 days, the subscriber gets churned. However, there is no active mechanism to retain these users other than multiple payment attempts to recover the amount.

### Insights [🔗](#)

1. 3-month free access offer to the users at the time of voluntary cancellation has a 26% uptake. ~50% of these users are retained at the start of 4th month after the offer expiry.
2. The engagement with the email lifecycle of card failure emails is good i.e. ~75% open rate.

### Hypothesis [🔗](#)

Offering 3 months of free access to the groups with a card failure will lead to a reduction in churn

### Experiment setup [🔗](#)

- Where will the experiment run?
  - Email channel
  - Paid Product Dashboard
  - Pricing Page

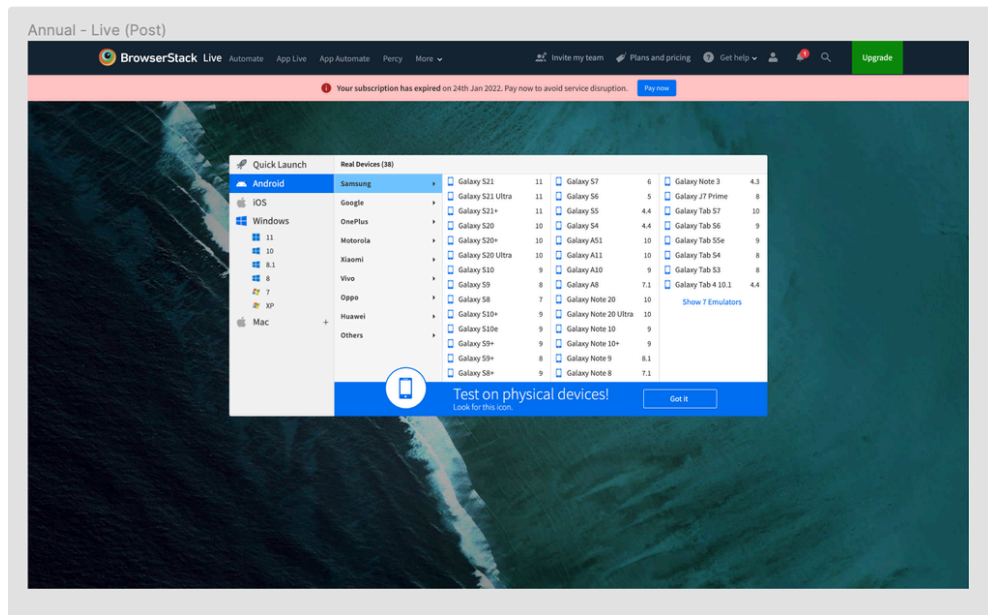
- Account Summary
- Who will see it?
  - All **monthly paid group owners** for the groups that faced card failure and the recovery was unsuccessful within a 15-day grace period after the 4th attempt.
  - Exclusions:
    - All paid groups who already availed 50% discount offer or Uninterrupted Testing offer will not be a part of this experiment.
    - Indian paid groups will not be a part of this experiment as they already have a 27-day Grace period.
    - Annual paid groups will not be a part of the experiment as the current offer architecture for annual gives 12 months at the price of 9 months. As the payment is failing for 12 months, the offer won't help in any recovery.
- How will groups be allocated to the experiment?
  - 100% allocation to the variation groups.
  - A feature flag is needed so that the experiment can be stopped, if unsuccessful.
- How will allocation be tracked?
  - Experiment should be added as a feature flag and should be tracked using a group property as follows:
    - Key: `recurring_card_failure_3monthfree_offer`
    - Value: `recurring_card_failure_3monthfree_offer`
- How will offer uptake be tracked?
  - The groups accepting the offer should be added to `common.offers` with the offer name `UNINTERRUPTED_TESTING_OFFER_RECURRING_CARD_FAILURE`
  - Once the offer is accepted, the normal `UNINTERRUPTED_TESTING_OFFER` will not be available to these groups for that product.
- Any impact on existing workflows for variation groups?
  - Card failure email: The current email copy in the 4th attempt to be changed.
    - Regular card failure email workflow
    - Lagging Geos email workflow

## Details [↗](#)

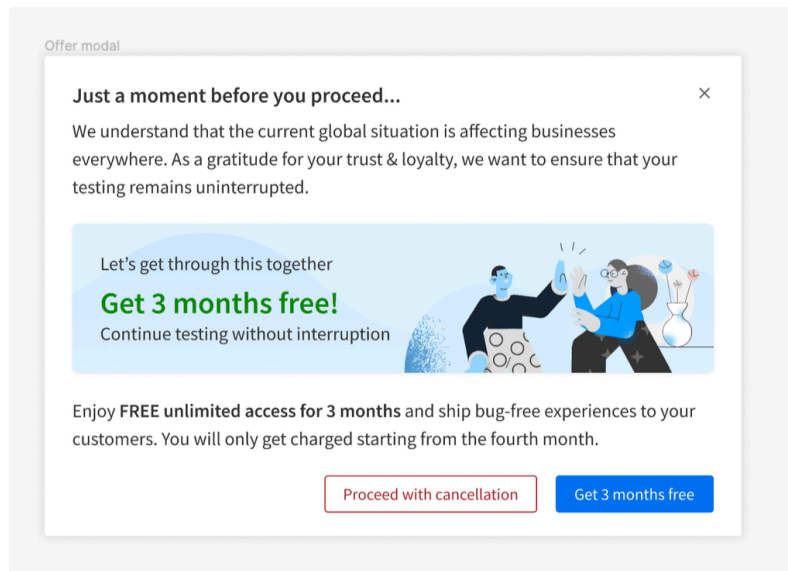
### Required changes [↗](#)

**Increase in Grace period by 6 days:** The allocated groups will have 21 day grace period where the extended grace period will be used to extend 3 months free access offer.

We will not increase the number of recovery attempts. The additional 6 days will have an email lifecycle which will only talk about the offer.

In-product nudge: Persistent Banner [🔗](#)Design [🔗](#)

Banner



Offer Modal

Replace “Proceed with cancellation” by “Cancel”

Click on Cancel will close the offer modal

Messaging: Banner [🔗](#)

Your subscription has expired on <Renewal date>. **Avail 3 months of free access** to get through the global economic downturn together. <CTA: Get 3 months free>

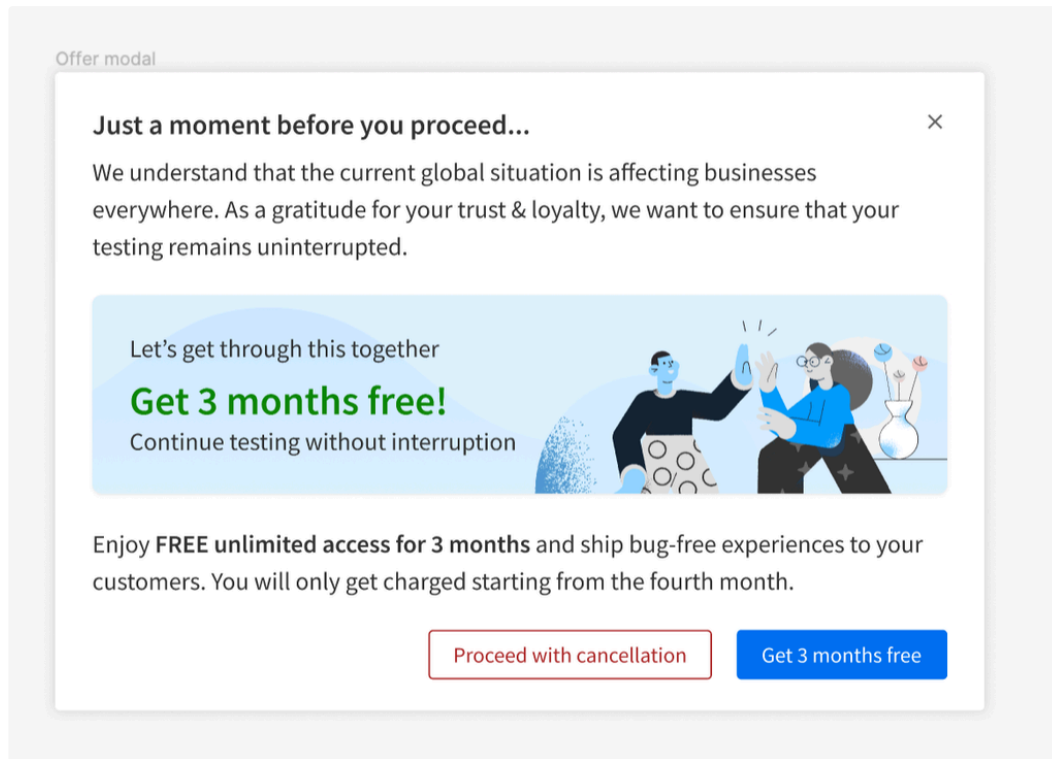
Workflow: Banner [🔗](#)

Offer uptake: User clicks on “Get 3 months free” → Offer modal opens up → User clicks on “Get 3 months free” → Offer success modal opens up

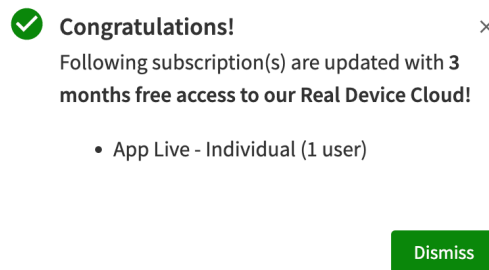
Offer decline: User clicks on “Get 3 months free” → Offer modal opens up → User clicks on “Cancel” → Offer modal closes

## In-product nudge: Modal (Auto open) [🔗](#)

### Design [🔗](#)



Offer Modal



Success Modal

- Replace “Proceed with cancellation” by “Cancel”

Click on Cancel will close the offer modal

### Messaging [🔗](#)

Modal Heading: Your subscription has expired! Here's a one-time offer for you..

Rest everything remains same as per the design

### Workflow [🔗](#)

User logs in after the 4th attempt has already failed → The Modal auto opens after 10 sec → If the user closes the modal, the modal will reappear at the start of the next session until the 21st day of the grace period.

## Emails

### Existing email changes

#### ▼ 4th email: Current State

**Subject** - Notice of Discontinuation - Urgent Attention

**Email Content**

Hi there,

This is to inform you that, unfortunately, we have not received your payment for your BrowserStack subscription despite sending multiple reminders.

We don't like to do it, but we will have to cancel your subscription by the end of the day. Request you to make the payment before that to avoid disruption in your operations. Please treat this as the last and final reminder.

You can choose to retry the payment from your saved card or try a new card using the Pay Now button below

<CTA> Pay Now </CTA>

You can access the detailed invoice [here](#).

Please [contact us](#) if you need help restoring your subscription and our team will be happy to help you.

We look forward to hearing back from you and continuing our association.

Thanks,

BrowserStack Team

#### ▼ 4th Email: Updated/New state

**Subject** - Important notification regarding your BrowserStack subscription

**Email Content**

Hi there,

Hope you got a chance to review our last email.

This is to inform you that we were not able to process your payment. We request you to complete your pending payment by clicking on the Pay Now button below to avoid disruption in your operations.

<CTA> Pay Now </CTA>

Please treat this as the last and final payment reminder.

You can access the detailed invoice [here](#). Please [contact us](#) if you have any questions and our team will be happy to help you.

Thank you once again for choosing BrowserStack. We look forward to hearing back from you and continuing our association.

Happy Testing!

Thanks,

BrowserStack Team

### New emails

#### ▼ 5th Email: Day 16

**Subject:** Exclusive Offer- 3 months free BrowserStack access

**Email content**

Hi there,

Thanks for being a valuable BrowserStack customer!

We understand that the current global situation is affecting businesses worldwide. As a gratitude for your trust and loyalty, we want your testing to remain interrupted.

To get through these times together and help you ship bug-free experiences to your customers without interruption, we have an **exclusive offer** for you to avail **3 months of free access** to your current plan.

To avail this limited-time offer, click on the button below:

<CTA> Get 3 months free </CTA>

Thank you once again for choosing BrowserStack.

Happy Testing!

Regards,  
Team BrowserStack

✓ 6th Email: Day 18

**Subject:** Exclusive Offer- 3 months free BrowserStack access

**Email content**

Hi there,

Thanks for being a valuable BrowserStack customer!

We understand that the current global situation is affecting businesses worldwide. As a gratitude for your trust and loyalty, we want your testing to remain interrupted.

To get through these times together and help you ship bug-free experiences to your customers without interruption, we have an **exclusive offer** for you to avail **3 months of free access** to your current plan.

To avail this limited-time offer, click on the button below:

<CTA> Get 3 months free </CTA>

Please note that this offer is only valid for the next 2 days. Hurry now to avail the benefit!

Thank you once again for choosing BrowserStack.

Happy Testing!

Regards,  
Team BrowserStack

✓ 7th Email: Day 20

**Subject:** Final reminder- 3 months free access | Notice of Discontinuation - BrowserStack

**Email content**

Hi there,

Thanks for being a valuable BrowserStack customer!

We understand that the current global situation is affecting businesses worldwide. As a gratitude for your trust and loyalty, we want your testing to remain interrupted.

To get through these times together and help you ship bug-free experiences to your customers without interruption, we have an **exclusive offer** for you to avail **3 months of free access** to your current plan.

To avail this limited time offer, click on the button below:

<CTA> Get 3 months free </CTA>

**Please treat this as the last reminder.** As we were not able to process your payment, even though we don't like to do it, we will have to cancel your subscription by the end of the day.

Please [contact us](#) if you need help restoring your subscription and our team will be happy to help you.

We look forward to hearing back from you and continuing our association.

Thank you once again for choosing BrowserStack.

Regards,

Team BrowserStack

## Workflow [🔗](#)

User clicks on “Get 3 months Free” CTA in email → User gets redirected to the dashboard → Modal auto opens after 10 sec based on in-product modal trigger → User clicks on “Get 3 months Free” CTA on modal → Success modal

## Instrumentation [🔗](#)

### Event details [🔗](#)

Sr No	Trigger	Event Name	Event Properties	Event Type	Access
1	Users for whom banner is triggered	RecurringCardFailure_3monthsFreeBanner Seen	NA	New	Amplitude, BigQuery
2	Users who interact with banner	RecurringCardFailure_InteractedWith3monthsFreeBanner	Action: 1. Get3monthsFree	New	Amplitude, BigQuery
3	Users for whom modal is triggered	RecurringCardFailure_3monthsFreeModal Seen	Source: 1. Banner 2. Auto open	New	Amplitude, BigQuery
4	Users who interact with the modal and proceed to next step	RecurringCardFailure_InteractedWith3monthsFreeModal	Action: 1. ClickedOnAvailOffer 2. ClickedOnCancel 3. ClickedOnClose	New	Amplitude, BigQuery
5	Users who accept the offer and see the success modal	RecurringCardFailure_3monthsFreeSuccess	NA	New	Amplitude, BigQuery

### Email Details [🔗](#)

UTM Campaign: Recurring\_Card\_Failure\_3\_Months\_Free\_Access

UTM Content: Recurring\_Card\_Failure\_3\_Months\_Free\_Access\_Email1

UTM Source: Email

UTM Medium: Email

## Success Metrics [🔗](#)

Metric	Type	Definition
Open rate %	LEADING	# email opened / # emails sent
Click rate %	LEADING	# emails with clicks / # emails opened
Offer uptake %	LEADING	# offers activated / # emails opened
Retention after offer expiry	LAGGING	# groups retained / # groups who accepted offer