



## Choosing The Right Subscription Model For Your Business

Subscription-based selling has proven highly effective for perishables, clothing, media, SaaS, and more. The key to replicating this success lies in choosing a subscription business model that suits the goals of the company and the needs of the users.

Some companies offer a full host of features for a flat rate while others have tiered subscriptions that grant new features as you increase the payment amount. Free accounts or pay-per-use accounts make sense in some applications but not in others.

Read on to find out everything you need to know about how subscription models work and which ones work best in different scenarios so you can make a more informed decision about how your company renders services to its customers.