

Findings:

Given that there were 14,507 unique Linkfire visitors in the past two years, 17% of visitors became subscribers to their streaming service while .05% visitors became winbacks and resubscribed. While the count of winbacks are generally low, the significance of generating winback customers by Linkfire is **deserving of a commission**.

Based on studies, winbacks are a more sustainable way of gaining a larger user base compared to new subscribers because **previous members are already familiar with the platform and do not need costly advertising campaigns to reach new audiences**. Another study shows that a subscription service has the highest likelihood of regaining customers back via email plus a promotional offer.

The population of Linkfire visitors who become winbacks is significant because they are enabled by a service outside of their streaming platform to return to their subscription without the streaming platform's own outreach initiatives and incentives.

As consumer taste shifts from music ownership to digital streaming, we have seen a growth in Linkfire traffic by 53% from 2019 to 2020, 256% increase in new subscribers, and 200% increase in winbacks who used Linkfire.

Given the higher likelihood that a former user resubscribes versus a new user subscribing, it is important to account that people generally remain loyal to their subscriptions. Since Linkfire is attracting a very large amount of potentially loyal, new subscribers, Linkfire should also receive commission or a higher rate of commission for the new customers that are subscribing to a streaming service that did not have to advertise to them.

Linkfire is effective in connecting the audience to the artist, which motivates the avid fan to sign up for a streaming subscription. In contrast, streaming services target music listeners in general. The significance of this difference is that Linkfire directly reaches the avid fan, a consumer who is willing to pay for an artist, versus targeting a more general listener who would rather listen for free (youtube, pirating, other web hosts). This idea is implicitly shown in the geographical data where countries that have a predominant pop culture that comprises of idolizing fans have the highest rates of new subscribers and win backs (Japan, USA, Russia, and Brittain).