

AMC INSIGHTS INTO ACTION – OPTIMIZING S&S DISCOUNTS

THE PROBLEM

Improve account profitability by optimizing subscribe & save discounts based on customer drop-off rates.

THE SOLUTION

Using AMC insights integrated into our proprietary platform **Tambo Compass** we identified two key subscription patterns:

- Products with strong long-term subscription retention, with customers staying subscribed for 7 or more deliveries.
- Products with high early drop-off rates, where customers subscribe primarily for the initial discount and cancel immediately after the first delivery.

THE RESULTS

The removal of the subscribe & save discount on larger packs had no negative impact on overall account sales, which continued to grow. While less revenue was attributed to the S&S program, **customers continued to purchase as usual** and the sales distribution across product variations was maintained, overall contributing to increased profitability.

Insight:

- Customers subscribe to smaller packs for convenience, resulting in strong retention – **40%** remain subscribed after three deliveries, and **20%** continue beyond seven.
- **50%** of customers unsubscribe from larger packs after their first order, with fewer than **2%** reaching seven or more deliveries.

Technology Used



Optibac
Trusted friendly bacteria