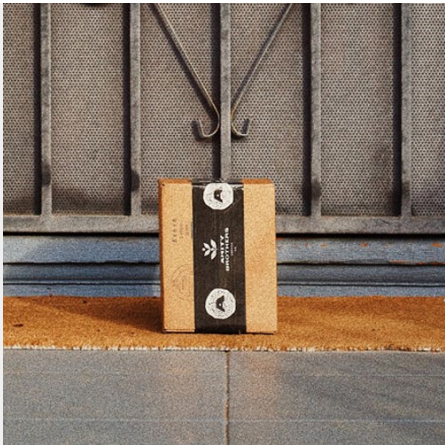


Subscription Ecommerce solutions enable businesses to build recurring revenue streams online.

Whether you're offering subscription boxes, extended warranties, or membership programmes, our ecommerce platform gives you the tools to create a seamless and personalised subscription experience natively.



Subscription Ecommerce Features



Set or change frequency

Let customers choose from different frequencies; weekly, fortnightly, every 3 weeks, monthly, bi-monthly, or quarterly. This can be customised to remove frequencies that are not valid or expanded to include any other frequencies required. Products can each have different frequencies applied.



Manage payments

Customers can select a card payment for subscriptions from existing cards or via a new card. They can change payment card at any point. Customers are emailed before taking payment for each subscription, outlining what's included each time, and are also notified of expiring & expired cards.



Failed payments/Dunning

If payment fails, the customer will be notified and then have 24 hours to amend it. They will also be notified if their preferred payment method will expire in the next 2 months. Merchants can report on failed payments of subscriptions in tradeit's administration system.



Cancellations/Holidays

Customers can cancel any subscriptions they no longer require, or move the delivery date of their next scheduled delivery if they are going to be on holiday when it is due to arrive.



Preferred delivery day

Customers can choose a delivery day for all subscriptions to suit them (Mon-Sun) which they can change at any time in their account.



Scheduled delivery

The relevant delivery option will automatically be assigned to any subscriptions to ensure that it arrives as requested by the customer.



Flexible setup

Automatically take payment from your customers on a recurring basis without any manual intervention. Once they are subscribed, tradeit manages the rest, meaning you can confidently predict when your recurring revenue is coming.



Subscription types

Cater for replenishment, curation or access subscription types inherently within the platform. No clunky plug-ins, bolt-ons or apps. No additional costs.



Safe & secure

Fully PCI-DSS compliant meaning payments are taken safely and securely at the requested frequency.



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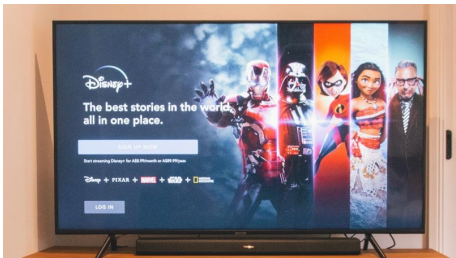
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Subscription Ecommerce

Most ecommerce platforms don't offer any subscriptions functionality without the use of third party plug-ins or apps. The tradeit ecommerce platform has subscription functionality built-in to the core code meaning it has been natively developed to work alongside all of the other functionality, straight out of the box. It's also flexible enough to support all



three subscription models making it a great choice for providing ecommerce subscription services.

No matter what your business model or type, the flexibility of tradeit’s subscription functionality means it can be adapted to suit whatever you sell, from the ongoing replenishment of commodity items, to simple online access to paid-for content. The subscription tools have been designed to allow the customer to self serve and provide a host of benefits.

- ➔ Turn potential one-time purchases into repeat orders, creating extremely loyal customers.
- ➔ Get an accurate measure of Customer Lifetime Value (CLV) and churn rate.
- ➔ Help manage cash flow, planning, inventory, and forecasting.
- ➔ Acquire a regular source of revenue without some of the associated costs of attracting that additional business.
- ➔ Free up valuable staff time and resources by avoiding heavy levels of administration.
- ➔ Open up a new customer base where previously users wouldn’t have been able to afford large upfront cost (with access subscriptions).
- ➔ Additional recurring revenue makes business more valuable and more attractive to potential buyers.

“The Subscription module has been great to work with, our customers are very happy with everything, and everyone understands how it works very well.

Ecommerce & Marketing Director, Pet Family

Recognised by the Industry



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