

# Gift Subscriptions With Recurly

Recurly Feature

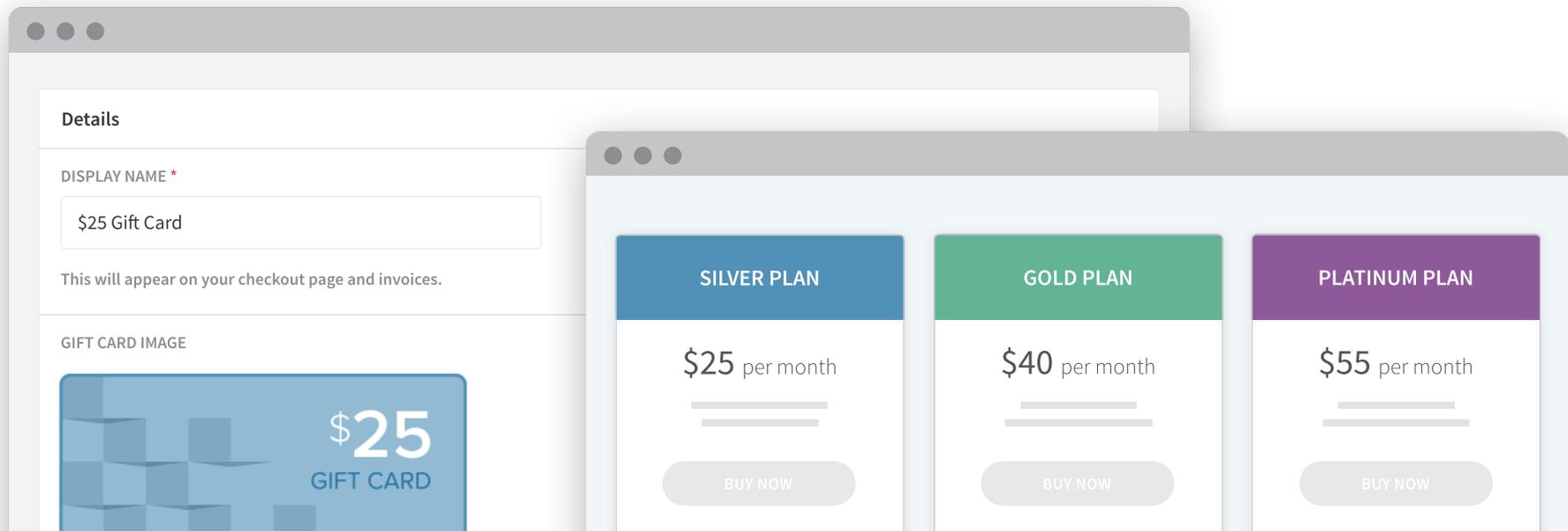
## Gain New Subscribers Through Recurly's Gift Subscription Options

Every business understands that growing their customer base is the key to long-term success. For subscription businesses, their most loyal subscribers are the most effective evangelists, supporting and promoting the companies that provide the products and services they value and enjoy.

Recurly's Gift Subscriptions lets subscription businesses offer their "raving fans" a new way to spread the love by giving gift subscriptions to their friends and family. This is an extremely economical customer acquisition route and a great way to build a base of loyal subscribers.

Recurly is the only subscription management platform on the market today that offers a complete, automated gift program. Business-to-Consumer subscription businesses in particular may benefit from using gift plans and gift cards to expand their customer base.

Our gift subscription functionality, combined with our coupon feature, encompass a powerful promotional toolkit to help attract and retain customers, building into your marketing the "social proof" that businesses want and prospects value.



## Through Recurly Gift Subscriptions, subscription businesses can:



### Leverage their most-valued customers

Gift Subscriptions allow people to share the things they love



### Provide gift-giving options

The giver can choose to purchase a Gift Plan or a Gift Card



### Expand their customer base

Having tried the product or service, gift recipients often become paying customers



### Reduce their Customer Acquisition Cost (CAC)

Gift Subscriptions are an economical way to grow a business



### Develop a robust promotional toolkit

Gift Subscriptions combined with coupons make for powerful marketing

## Recurly Gift Subscriptions

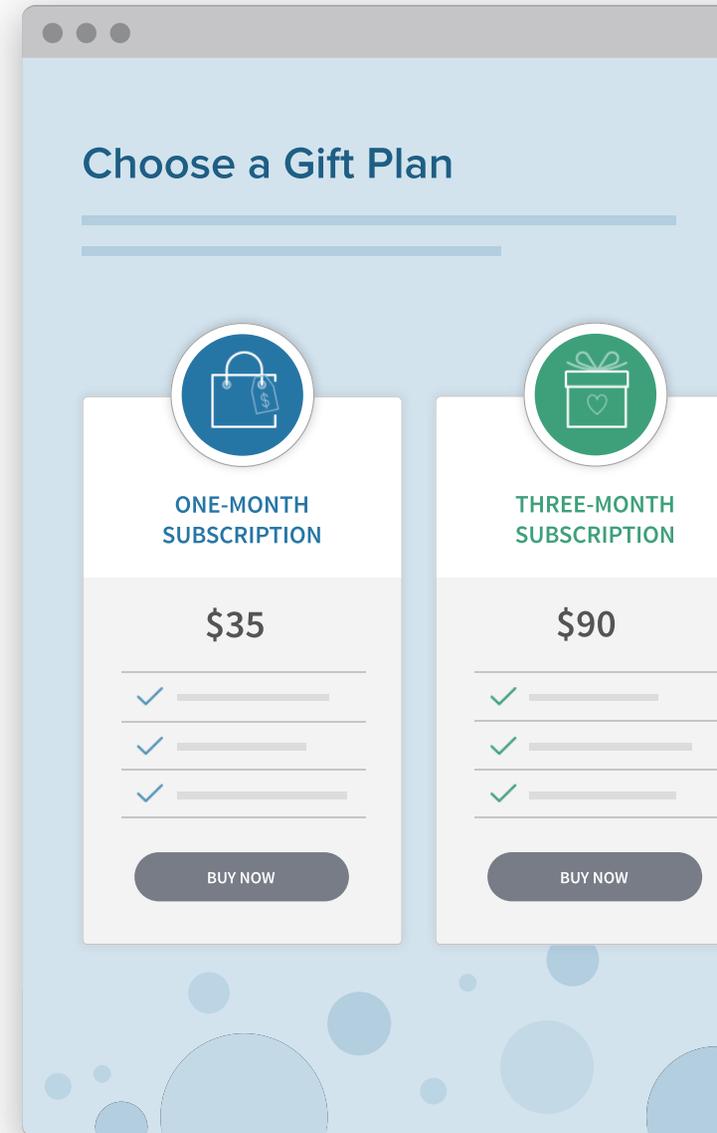
Recurly Gift Subscriptions provide for two different gift types: Gift Plans and Gift Cards. Both of these options have been developed to ensure that they are easy to use and provide a polished and positive experience for both the customer giving the gift and the receiver.

### Gift Plans

Gift Plans are subscriptions purchased as a gift, supporting the acquisition of new paying subscribers. The purchaser can specify the duration of the gift subscription and whether it should be recurring or not. Businesses with only one subscription plan may prefer the gift plan option, whereas companies with multiple products may prefer the flexibility offered by gift cards.

Different gift plans can be created and managed via the Recurly app or the API. Recurly allows customer accounts to have multiple subscriptions (or gift recipients), each with a separate mailing address—an important feature for subscriptions plans which involve sending physical goods.

The gift plan option also benefits subscription companies that ship physical goods and want to move inventory quickly, since the subscription begins at the time of purchase. By contrast, with gift cards the new subscription isn't activated until the recipient uses the card.





## Gift Cards

Gift Cards can be purchased in designated dollar amounts offered by the subscription business. The gift recipient receives a unique redemption code, generated by Recurly, which they can redeem for credit towards any subscription of their choosing. They can also choose when they'd like their new subscription to start.

The giver has the ability to determine when the recipient is notified of the gift—for example, to coincide with the recipient's birthday or other holiday. The giver can send a virtual gift card, along with a personal message, or the subscription business may also offer the option of sending a physical gift card (with fulfillment by the merchant).

Advanced features include automated emails to notify the recipient of the gift, to remind them to redeem the gift card if they have not yet done so, and to let them know to enter their own billing info if they want to continue the subscription. These features provide for a positive gifting experience and improve eventual conversions from gift recipients to paying customers.

## Two Options for Delighting Your Customers

Recurly's Gift Subscription functionality is an ideal way for businesses to delight customers and prospects and expand their subscriber base, letting their subscribers and others choose the gift option best suited to their recipient's needs.

Call (844) 732-8759 to schedule a demo of Recurly Gift Subscriptions.



 [REQUEST A DEMO](#)

## Recurly

Recurly provides enterprise-class recurring billing management for thousands of subscription-based businesses worldwide.

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