



Balancing Subscriptions & Memberships:

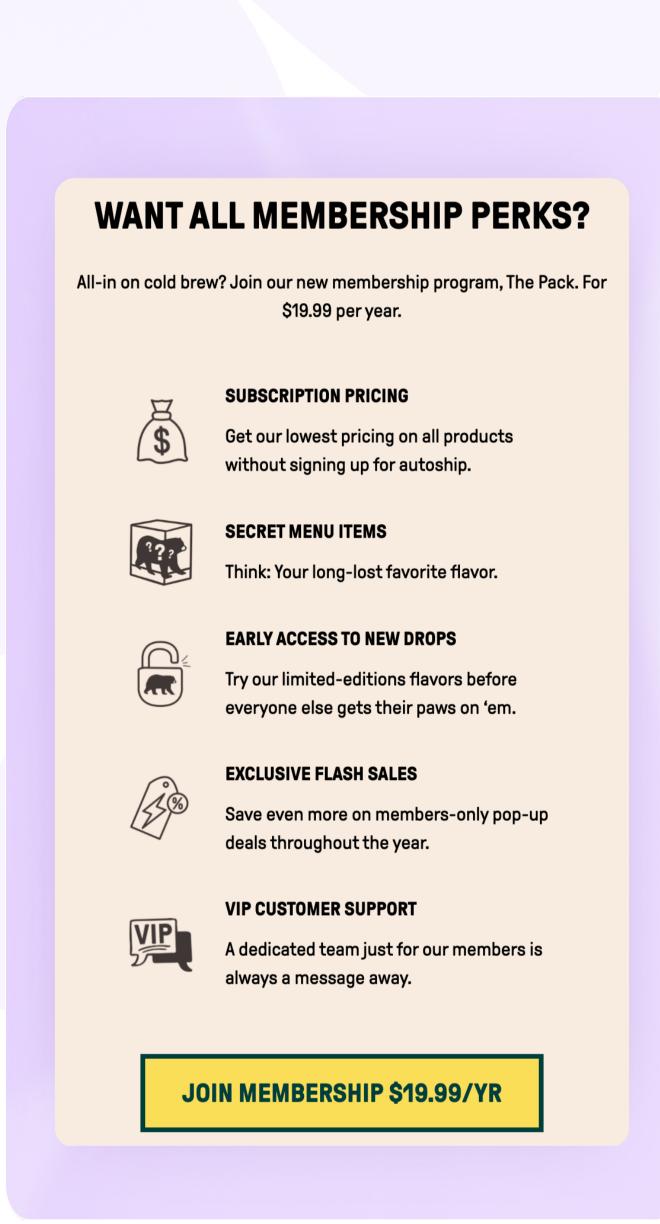
How Wandering Bear Coffee Attracted 32% New Customers & Increased Member Net Sales by 48%

The Merchant

Pioneers of the 'coffee-on-tap' concept, Wandering Bear has won the hearts of coffee enthusiasts with the ultimate trifecta: great taste, ample caffeine, and convenience. Their innovative approach to cold brew coffee, neatly packaged in a sustainable box, has successfully drawn a loyal base of coffee subscribers who swear by their strong, smooth blends.

However, a coffee subscription is one of the best investments you'll make for your morning routine—until there is quite literally too much coffee in the house. So, like most consumable companies offering a subscription, Wandering Bear noticed an uptick in subscriber churn. Not because they didn't love the coffee, but because they ended up with too much. They only had two options: pause or cancel the subscription.

They approached Inveterate with one goal: Offering both subscriptions and paid memberships, giving their customers the option of receiving the same subscriber benefits without subscribing to autoship.



The Solution

Wandering Bear teamed up with Inveterate—leveraging our design, validation, configuration, and marketing expertise—for a custom membership program to complement their existing subscription program.

- **Design:** Together, we established The Pack Membership. Customers are enticed with an array of perks including subscription pricing for all orders without the need for an auto-ship commitment, exclusive flash sales, access to secret menu items, and priority access to limited-edition flavor drops.
- Validation: Wandering Bear surveyed loyal customers who were not active subscribers. Those who never subscribed were primarily deterred by the auto-ship requirement. Yet, a striking 78.4% of those surveyed said they are willing to pay for a membership program.
- Configuration: In collaboration with their agency, E House Studio, Wandering Bear developed a custom landing page and introducing an on-page membership widget alongside the subscription module.
- Marketing: The unique membership benefits provided great storytelling moments for the brand, highlighting secret menu items and early access to limited-edition flavor drops.

Results Outpacing Expectations

Since launching the program, Wandering Bear has achieved great results that demonstrate the introduction of Pack Memberships, along with subscriptions, hit a sweet spot.

- Member net sales per month have increased by 48% (including the membership fee; 33% excluding it), even with a subscription discount applied to every order.
- 25% of customers in the program were re-engaged subscribers
- 75% were drawn from a previously untapped market of non-subscribers.
- An impressive 32% of sign-ups came from brand new customers.

By combining our existing subscription program with a paid membership, we tapped into a deeper level of customer loyalty and engagement at Wandering Bear. Collaborating with Inveterate, we were able to truly listen to our customers' desires, interpreting them into a meaningful and personalized brand experience.

Jillian Liberman, Director of Retention, **Wandering Bear**

Ready to introduce a game-changing membership program for your brand?

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