



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.

WANT ALL MEMBERSHIP PERKS?

All-in on cold brew? Join our new membership program, The Pack. For \$19.99 per year.



SUBSCRIPTION PRICING

Get our lowest pricing on all products without signing up for autoship.



SECRET MENU ITEMS

Think: Your long-lost favorite flavor.



EARLY ACCESS TO NEW DROPS

Try our limited-editions flavors before everyone else gets their paws on 'em.



EXCLUSIVE FLASH SALES

Save even more on members-only pop-up deals throughout the year.



VIP CUSTOMER SUPPORT

A dedicated team just for our members is always a message away.

JOIN MEMBERSHIP \$19.99/YR

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.

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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.

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Jillian Liberman,
Director of Retention,
Wandering Bear

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

[BOOK A DEMO TODAY](#)