



Data Meets Retention: Smarter Analysis, Longer Subscribers

Combining Daasity's powerful data analytics platform with Stay AI offers DTC brands a powerful toolkit to not only acquire new subscribers, but also retain them for the long term.



Better Together: The Daasity & Stay AI Advantage

Empower your decision-making with deep subscriber insights and automated retention optimization.



See Where Subscribers Are Coming From (and Optimize Acquisition)

Evaluate which marketing channels are most effective in attracting subscribers and calculate the CAC from different channels to optimize your spending.



Compare Subscriber vs. Unsubscriber Data

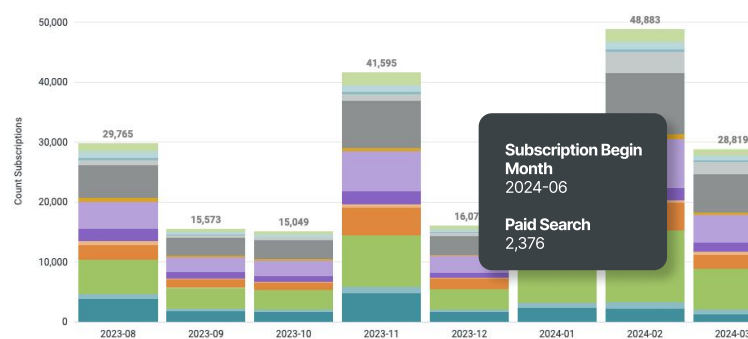
Compare LTV of subscribers vs. unsubscribers and analyze unsubscriber data to identify common issues, creating targeted win-back campaigns.



Omnichannel Subscriber Data

View, filter, and compare Shopify vs. Amazon subscriber data with Daasity's unique integration of sales data from eCommerce, Amazon, and brick-and-mortar locations for a holistic business perspective.

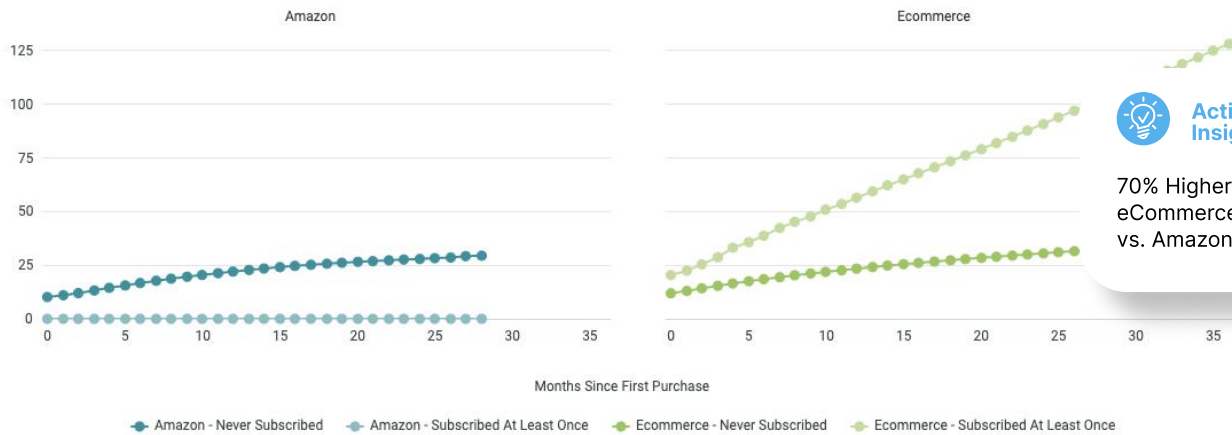
Monthly New Subscription by First Order Channel



LTV Subscribers vs Never Subscribers

- > The Lifetime Value (LTV) for your subscribers should be greater than LTV for non-subscribers. If it isn't, you need to rethink your subscription program: Make sure you aren't discounting too much and check to see how long subscribers keep an active subscription. If it is under 30 days then consider whether you have a product quality issue with your subscription products or are just attracting discount shoppers that want one discounted order.

Note that Lifetime Value for "subscribers" includes all margin produced by anyone who has EVER had a subscription.



70% Higher LTV with eCommerce Subscribers vs. Amazon Subscribers



Grow Your Subscription Brand

- **Build and Optimize a Recurring Revenue Stream:** Stay offers an easy-to-navigate comprehensive platform for managing and optimizing every point in the subscriber experience, providing brands with valuable insights and tools to increase customer retention and revenue.
- **Drive Sustainable Growth:** Our robust testing and analytics capabilities let you see what really moves the needle in preventing churn, so you can leverage upsell and cross-sell opportunities to increase AOV and optimize LTV.
- **Improve Subscriber Loyalty:** Identify churn risks and leverage Stay's AI capabilities to create personalized promotions to delight customers and proactively prevent churn.



Transform Data Chaos into Clarity

- **Insights to Guide Your Business:** Our analytics convert raw data into insights that facilitate daily and long-term decision-making.
- **Visualize Your Data:** Updated daily (or hourly) to analyze all elements of your business performance.
- **Action on Your Data:** Push segmented data back into your marketing channels and create personalized and engaging messaging for specific audiences.