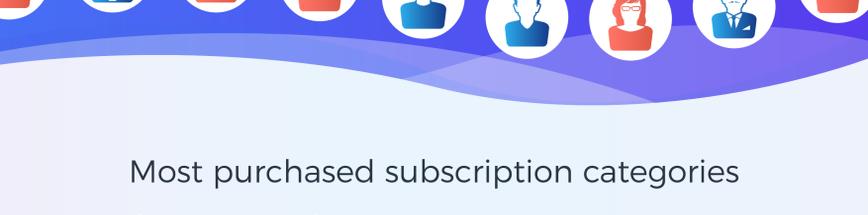


2Checkout 2021 Survey

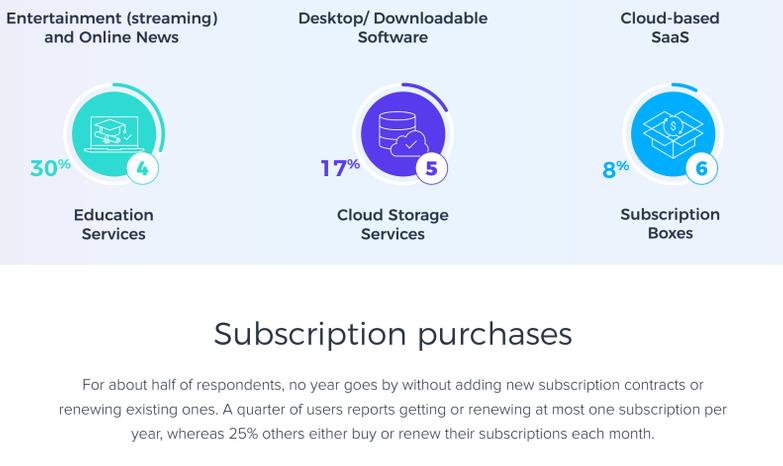
Subscription Usage Patterns Worldwide

2Checkout (now Verifone) conducted a global survey with online shoppers to better understand how they navigate, choose and use subscriptions. The onset of the global pandemic has not deterred users from their recurring contracts, though shifts in preferences in this category are evident. Discover more insights in this new 2Checkout report.



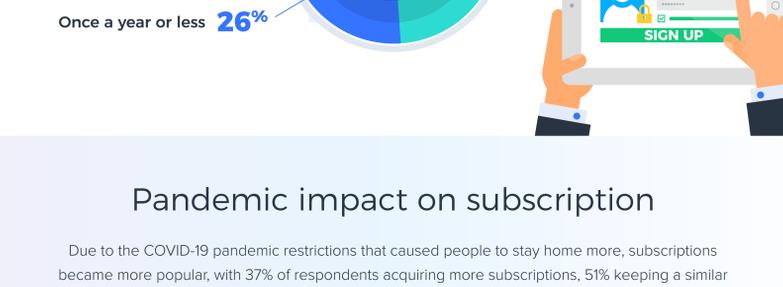
Most purchased subscription categories

Streaming services and software, desktop or cloud-based, continued to attract shoppers' interest, but online news subscriptions recorded the biggest uptick since last year, as shoppers stuck indoors sought out online sources of information.



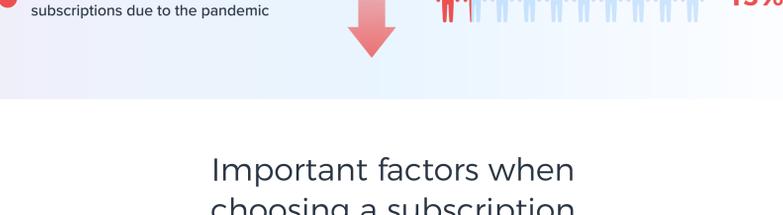
Subscription purchases

For about half of respondents, no year goes by without adding new subscription contracts or renewing existing ones. A quarter of users reports getting or renewing at most one subscription per year, whereas 25% others either buy or renew their subscriptions each month.



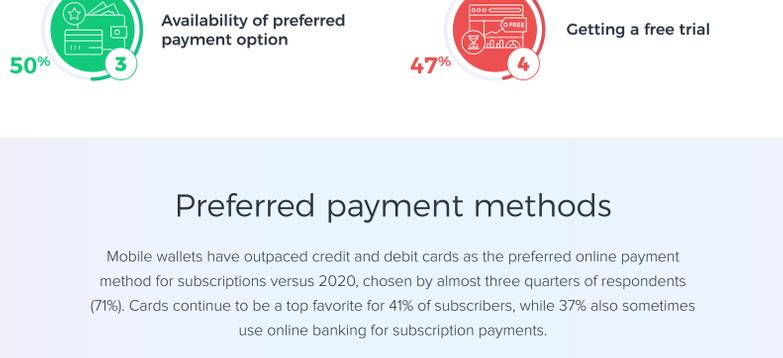
Pandemic impact on subscription

Due to the COVID-19 pandemic restrictions that caused people to stay home more, subscriptions became more popular, with 37% of respondents acquiring more subscriptions, 51% keeping a similar level and only 13% having to give up some of their previous recurring contracts.



Important factors when choosing a subscription

The flexibility of the contract remains the most important factor when choosing subscriptions, similar to 2020, for more than half of respondents (52%). Recommendations from friends, access to the user's preferred payment method and free trials are also factors that drive adoption up.

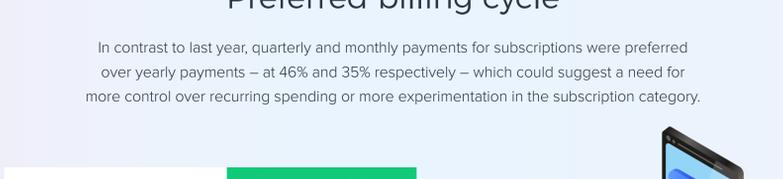


Preferred payment methods

Mobile wallets have outpaced credit and debit cards as the preferred online payment method for subscriptions versus 2020, chosen by almost three quarters of respondents (71%). Cards continue to be a top favorite for 41% of subscribers, while 37% also sometimes use online banking for subscription payments.



Preferred renewal type



The convenience of automatic renewals continues to gain traction year-over year. 65% of respondents reported preferring automatic renewals – an 11% increase versus 2020, while the rest favor the control offered by manual renewals.

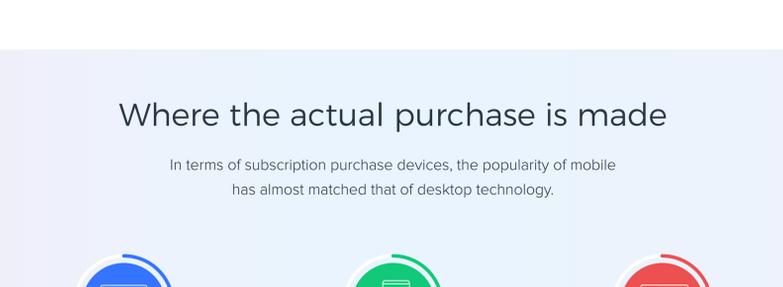
Preferred billing cycle

In contrast to last year, quarterly and monthly payments for subscriptions were preferred over yearly payments – at 46% and 35% respectively – which could suggest a need for more control over recurring spending or more experimentation in the subscription category.



Preferred pricing model

When it comes to billing cycle, preference is split between a fixed price (41%) and pay-per-use pricing (41%). Whereas 65% of people reported favoring fixed prices for subscriptions in 2020, this year more respondents are looking for pricing schemes tailored to their consumption patterns.



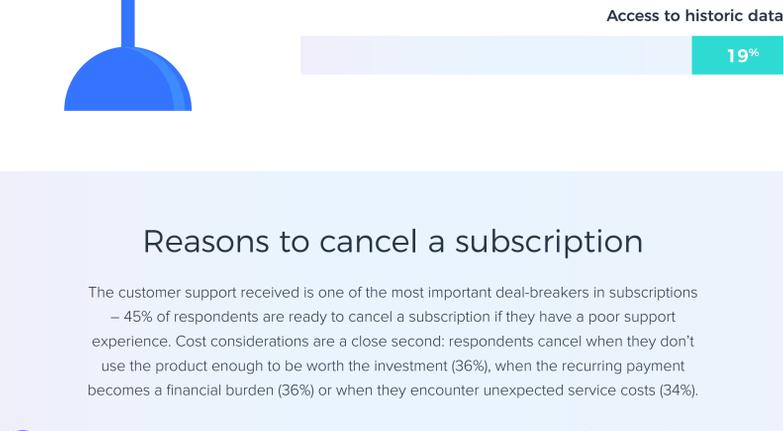
Where the actual purchase is made

In terms of subscription purchase devices, the popularity of mobile has almost matched that of desktop technology.



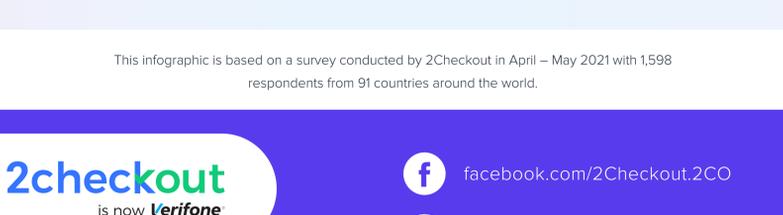
Drivers of subscriptions renewal

Access to competitive pricing and special offers is the primary reason among respondents for renewing their subscription – 62% are price focused. 53% renew their subscriptions on account of the positive product/service experience, whereas 51% continue their recurring usage given the product's flexibility and ease of use.



Reasons to cancel a subscription

The customer support received is one of the most important deal-breakers in subscriptions – 45% of respondents are ready to cancel a subscription if they have a poor support experience. Cost considerations are a close second: respondents cancel when they don't use the product enough to be worth the investment (36%), when the recurring payment becomes a financial burden (36%) or when they encounter unexpected service costs (34%).



This infographic is based on a survey conducted by 2Checkout in April – May 2021 with 1,598 respondents from 91 countries around the world.