



# MAXIMIZING SUBSCRIPTIONS

## CASE STUDY

### OVERVIEW

Harvest Insights partnered with a pet subscription brand to identify the optimal combination of claims and pricing to maximize subscription conversion, revenue, and long-term profitability. The engagement focused on understanding what truly motivates both current and prospective subscribers and how messaging evolution could unlock growth without eroding brand equity or loyalty.

### CHALLENGE

While the brand had strong loyalty among existing subscribers, it needed clarity on how to evolve messaging and pricing to accelerate subscription growth. It was unclear whether certain premium claims, which contributed to higher costs, were truly driving acquisition and retention.

Understanding how claim changes would impact trial and willingness to pay was critical.

### SPECIFIC ISSUES

- Over-reliance on a hero claim despite mixed evidence that it drives initial purchase
- Uncertainty around which ingredient or naturalness claims most motivate subscribers
- Minimizing “would not buy at any price” rejections
- Need to balance revenue growth vs. margin expansion
- Competitive pressure from other premium subscription brands

### SOLUTION

#### Objective

To identify the optimal combination of claims and price points that maximize subscription conversion, revenue, and profit across current and potential customers.

#### Approach

- Online survey with current subscribers using Max-Diff
- Online survey with potential customers using Gabor-Granger
- Structured claims testing
- Competitive choice modeling

#### Conclusion

The study established clear guardrails for evolving claims and pricing without compromising brand equity. It clarified which levers most influence subscription conversion and willingness to pay, and quantified the revenue and profit trade-offs across scenarios, providing a confident path forward for sustainable subscription growth.

