

Subscribe Pro presents BrainMD Health How Membership Programs Hockey-Stick Revenue Growth



When it comes to buying health supplements online, we all know there are a lot of products out there that may—or may not—be what they claim. That's why building a brand based on science and professionalism was paramount for success to Subscribe Pro client BrainMD Health, an online retailer and leading health publisher of doctor-formulated health supplements, vitamins and probiotics for optimizing and balancing brain health.

BrainMD Health knew it had the right formula to grow sales of its successful product lines. But while customers raved about BrainMD Health's products, the company's online process wasn't designed to create loyalty and repeat purchases. They knew that if they were going to grow, they needed to increase lifetime customer value, and to do that they needed a membership program. That's when they turned to Subscribe Pro to

implement both an auto-delivery membership and a free trial program. By using Subscribe Pro's features, memberships now make up approximately 40 percent of BrainMD Health's business! And recurring revenue from free trials are just starting to take off.

Read on to see how they were able to grow their membership revenue by more than 500 percent!

Great product + bad experience = Opportunity

BrainMD Health is an online retailer and leading health publisher of doctor-formulated health supplements, vitamins and probiotics for optimizing and balancing brain health. Backed by decades of experience, BrainMD Health's clinical research team incorporates the latest scientific findings in creating a wide array of specialized formulas that support brain function, energy, memory and learning, mood, stress reduction and sleep. Founder Dr. Daniel Amen is a double board certified psychiatrist, clinical neuroscientist, brain imaging specialist, distinguished fellow of the American Psychiatric Association and 10-time New York Times bestselling author.

With credentials like these, BrainMD Health is set apart from many other online supplement retailers. And it's why their customers are so loyal. They love the professionalism and scientific approach that the brand embodies. That's why the company realized it had an opportunity to grow by creating a membership program, where supplements are shipped automatically to customers on a regular basis.

"Getting more of our customers to stay loyal to our brand is a top priority. Integrating Subscribe Pro into our business has helped turn one time shoppers into loyal, repeat purchasers that buy more, more often."

- Ryan Green, Director of Digital Marketing & eCommerce

However, developing a membership program on their website was harder than they originally anticipated. The company tried several things to make it work, including re-coding an autoship plugin and later building a customer autoship module using an agency and a developer overseas. The result was a bare bones solution that was clunky and not user friendly for both the company and its customers. In other words, it met neither their needs nor their customers' brand expectations.

Finding the Right Formula For Success

BrainMD Health knew it needed something better than what it had. That's why it turned to Subscribe Pro, which had all the features to make a membership program work well:

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- Easy integration into the website and checkout process;
- Simple for customers to start, pause and cancel memberships;
- Intuitive customer interface;
- Seamless integration with Magento, including integration with the Magento admin panel;
- Integration with Listrak ESP for customizable automated email notifications to customers based on order status;
- Ability to create options for customers at the product/SKU level
- Detailed dashboard reporting



Using Subscribe Pro's built-in features, as well as a few custom-built ones, BrainMD Health was able to build a robust auto-delivery program where customers can get what they need when they need, all with a great discount.

BrainMD Health didn't stop there, though. They knew they also wanted to allow potential customers to try their products through a trial membership. Because this feature wasn't immediately available, Subscribe Pro worked with BrainMD Health on the requirements it needed, and built an additional suite of trial subscription features to meet their needs. BrainMD Health ran its first tests with its flagship product. Now implemented, the trial allows prospective members to sign up for free, and they are automatically enrolled into membership after the first two week period ends unless they cancel the membership.

The Hockey-Stick Experience

When it comes to eCommerce, the proof is always in the numbers. And BrainMD Health's numbers are remarkable. Since implementing Subscribe Pro, membership revenue has shot through the roof from \$40,000/month to more than \$250,000/month, an increase of over 500 percent. The program has grown so much, it now makes up about 40 percent of the company's overall revenue.

The trial membership program, while still new and being optimized, has performed equally well, beyond expectations. "It's one of the most successful customer acquisition programs we've ever launched," says Ryan Green. Launched in February 2016, the trial membership program has seen a nearly 20 percent conversion rate, with an amazing 62.3 percent of those subscribers staying on the 30-day supply. While BrainMD Health is still finessing some of the mechanics of the trial program, overall, Green has been highly pleased with the results, growing membership revenue 127 percent on their flagship product in 3 months, and is looking forward to getting more data that lets him see the long-term value of these customers.

And while these numbers are great, BrainMD Health also likes how Subscribe Pro makes it easy for their customers. In a recent customer survey they completed, BrainMD Health found that:

- 61% found the checkout process extremely or very easy to use
- 71% said it was extremely or very easy to understand
- 63% said they are extremely or very likely to purchase BrainMD Health's products again

"Subscribe Pro plays a large role in our user experience, customer retention strategy and is now integrated into our customer acquisition programs."

- Ryan Green, Director of Digital Marketing & eCommerce

The Future

BrainMD Health is looking forward to exploring all the growth opportunities they've found using Subscribe Pro. With the successful implementation of the trial membership program, the company is looking to roll out a whole fleet of new trial programs on other products. And because these products are generally at a more affordable price point than their flagship product, they're expecting to see even better results.

Additionally, the company will be working directly with Subscribe Pro on a feature that will ensure prospective customers can only sign up for one trial program at a time. This will create a more personalized customer experience, while also ensuring the company doesn't ship too many free trials to a single customer at once.

And finally, the company will be developing a new tiered rewards and loyalty program, extending that lifetime value of each participating customer and incentivizing customers for their length on auto-delivery.

Perhaps most important to BrainMD Health is continuing to provide a seamless customer experience that embodies their brand of professionalism, which in turns engenders deeper customer loyalty. As it turns out, Subscribe Pro was the right supplement the company needed to enhance its brand promise, making it easier than ever to develop and roll out recurring revenue programs that work as well as their products.



Contact Subscribe Pro today to find out more!

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