

Shorten your shipping window and make **\$74*** more per subscriber!

(That's \$144 per subscriber if you've already started communicating your shipping information!)



It's true! Shorter shipping windows = more \$\$!

By simply shortening the window in which you ship, you can change a new subscriber's ENTIRE experience with your product; increase their likelihood to renew AND, increase your overall month 1 retention!

*applies to lifetime value (LTV) of a single subscriber.

Let's look at logistics...


Here's what happens now...

Let's assume that Sally has seen all the fun marketing you've done for the May box (which you did in April) and she decided to subscribe on May 1st. Well, she's subscribed IN your May shipping window so, she won't receive her first order until you process June's shipments. This is a total bummer for Sally in a few ways...

1. Sally subscribed based on what she knows about the May box BUT, she'll actually be receiving June's.
2. Sally's box won't go out until you process June's shipments - which means that, if you don't get her box to her until the 14th of June, she will literally wait 44 days to get her first shipment.
3. If it takes those 44 days to get her first box and she doesn't like it AND you then renew her on June 15th - literally the day after she gets her first box - the likelihood that she'll renew is only **66.2%**.



Sally Orders

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

What a difference 4 days makes!


Sally's likelihood to renew is now 81%!!!

Now, let's assume the same circumstance from before with Sally subscribing on May 1st - only this time, you've shortened your shipping window to 10 days. Sally will be MUCH happier and here's why...

1. Sally's first box will now go out in your May shipment - so she'll get the box that enticed her to subscribe in the first place.
2. At the MOST, Sally will wait only 14 days to receive her first box.



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FAQ

Q: What is a “shipping window?”

A: The shipping window is the time between when you stop taking subscriptions for the current month and when your subscribers renew - this is the time in which you ship and your customers receive their order(s). **It does NOT include the time you need to actually kit your boxes.** EX: If you stop taking subscriptions on the 4th of the month and renew your existing subscriptions on the 14th, your shipping window is the 5th - 13th. This means that all of your subscribers should have received their boxes by the 13th - the day BEFORE they renew.

Q: What is NPS?

A: NPS stands for, Net Promoter Score. NPS measures customer experience and helps to predict business growth. Learn more on there web page, <https://www.netpromoter.com/>.

Q: I’m worried that I won’t have enough time to get boxes out to everyone!

A: No problem. For people that you’re concerned about this happening to, just move their renewal date out a week. This would also work for subscribers in far-away destinations.

Q: I don’t understand, how can adjusting my renewal window improve retention/decrease churn?

A: Imagine you have two subscribers that signed up on the same exact day. One of them got your product in 4 days, the other in 44 days - with all else being equal, it’s clear that the subscriber that received their product in 4 days had a better experience. Shortening your shipping window causes customers who would have skipped the current month to instead receive their box quickly (And renew quickly!).

Q: Will my existing subscribers be affected by this change?

A: No, shortening your shipping window will only affect the NEW SUBSCRIBERS that would have originally signed up at the beginning of your shipping window. So, if you shorten it by 4 days, the people who would have normally signed up IN your shipping window will now have a better experience.

FAQ

Q: How do I calculate my subscriber lifetime value (LTV)?

A: Lifetime value can be hard to pin down, but it is essentially the total money amount attributed to the average customer throughout the lifespan of their membership. You can learn a bit more about the key performance indicators for subscription boxes [here](#), and [here's a handy little blog](#) that can help, too.