



# The Perfect Box Formula

Liz Cadman // My  
Subscription Addiction



Over 76,000 Unique Posts Last Year

10+ New Reviews/Day

1MM+ Monthly Unique Visitors

65k Unique Visitors/Day

10 MM Pageviews/Month

108k Facebook Likes

63.5k Instagram  
Followers

75,500  
Email Subscribers

28% Open Rate

12.5k Twitter Followers

7,800 YouTube  
Subscribers

12% Click Thru  
Rate

# Our Audience

Vast Majority are Women

Over Half Are Ages 25 - 44

Average of 4 boxes per person

Acquiring new boxes faster than canceling

Primary interest in **Beauty, Makeup, Lifestyle, and Fashion** boxes

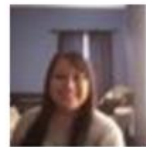


# MSA Insiders

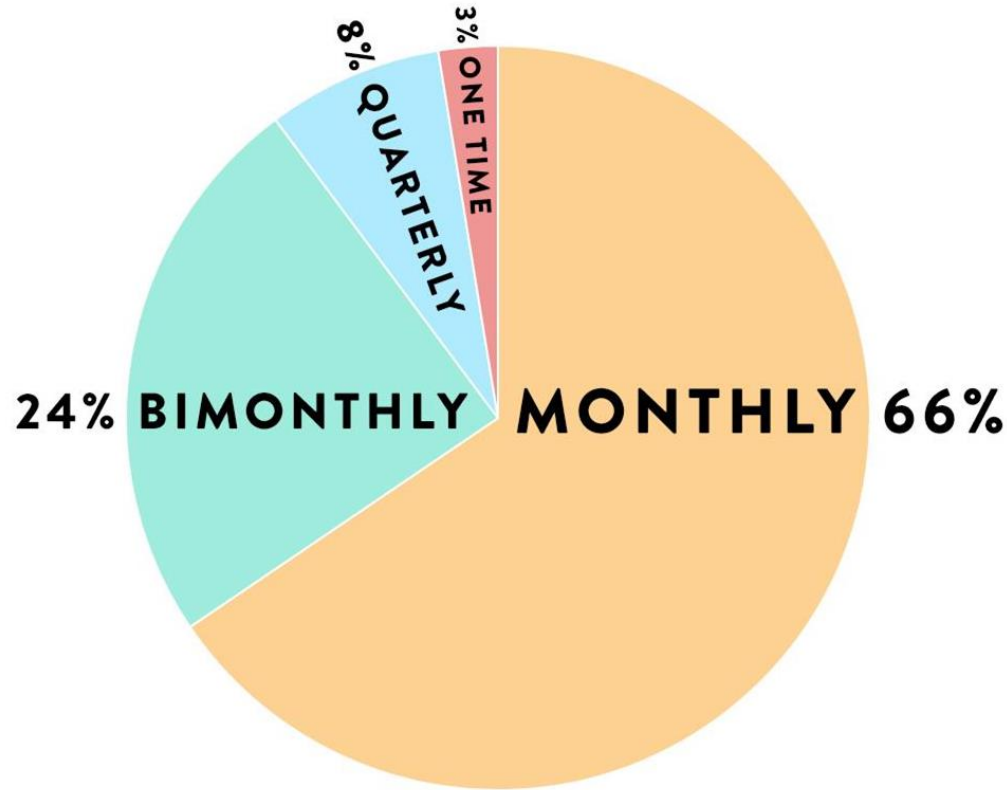
New program connecting the My Subscription Addiction community to subscription box companies!

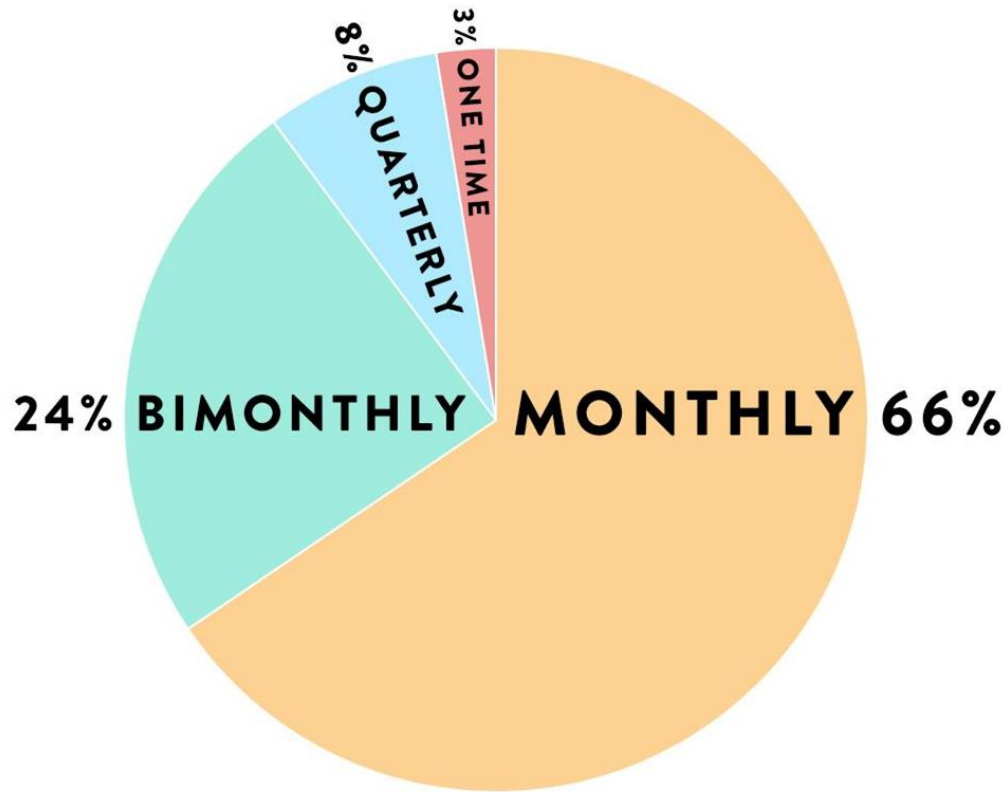
Average of 6 boxes per person

Half spending \$100+ each month



# Your ideal subscription frequency?





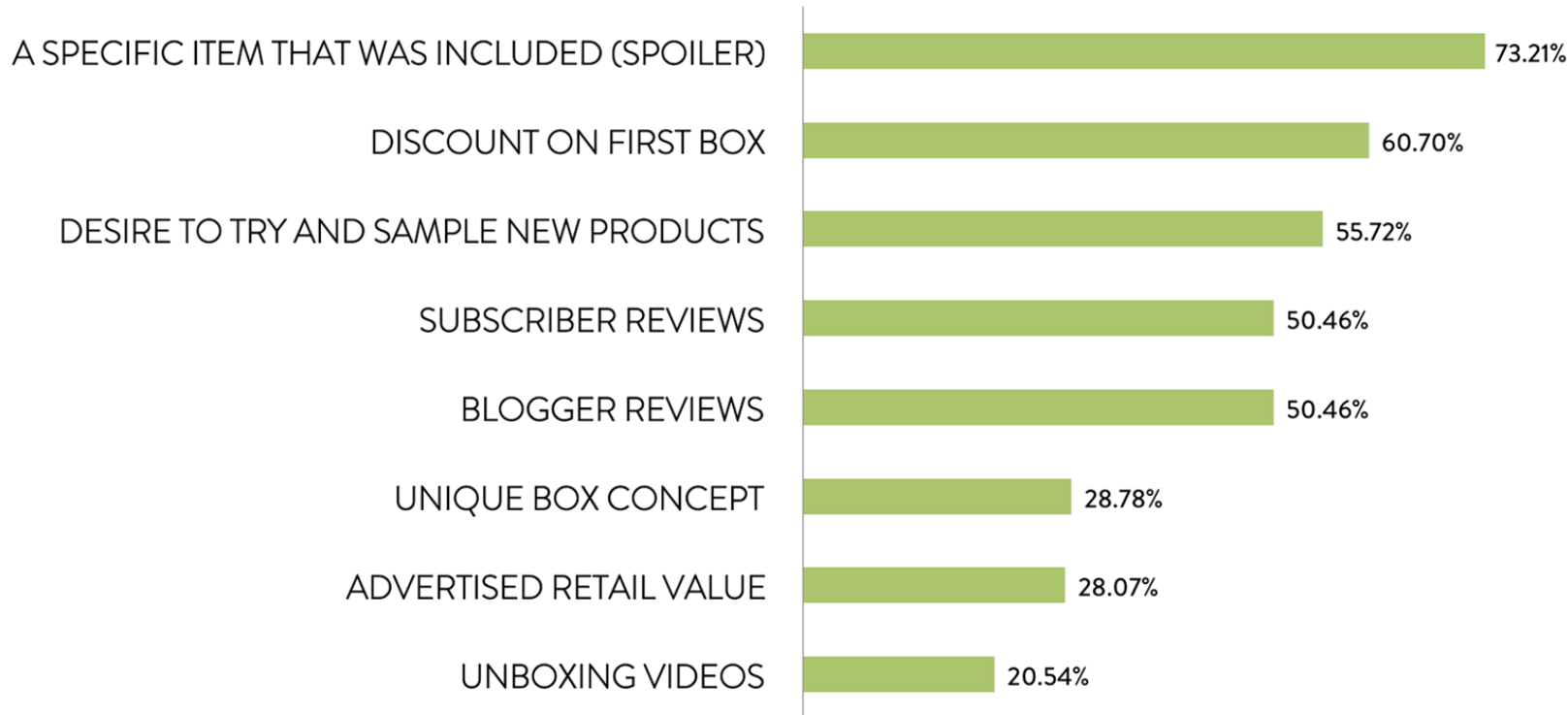
# 26%

have a quarterly or  
bimonthly subscription  
that they really want  
delivered monthly

# Your ideal subscription style?



# “What factors influenced your last few subscription purchases?”





“When you think about how much you are willing to spend, what factors do you consider?”



RETAIL VALUE &  
FREE SHIPPING

**>90%**



UNIQUE &/or  
USEFUL

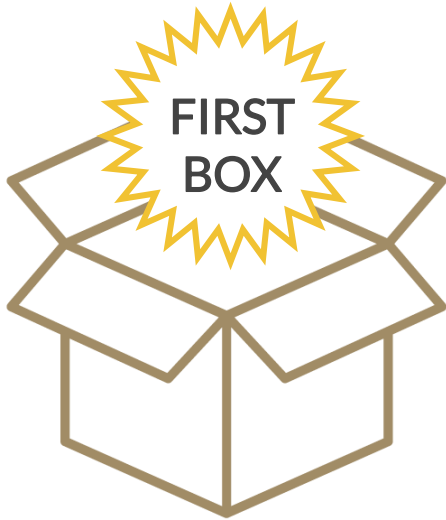
**~50%**



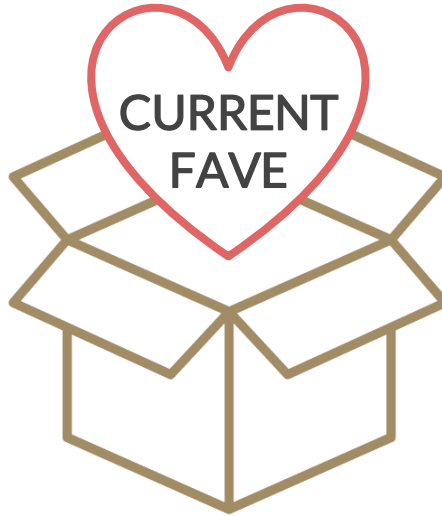
SAVES TIME &/or  
ONLINE CONTENT

**<15%**

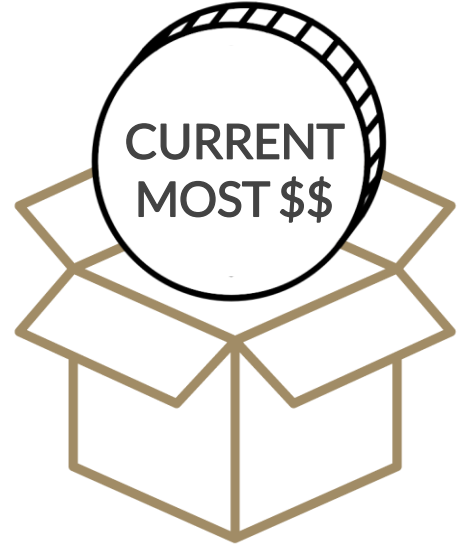
## Average Price Points



\$18.17

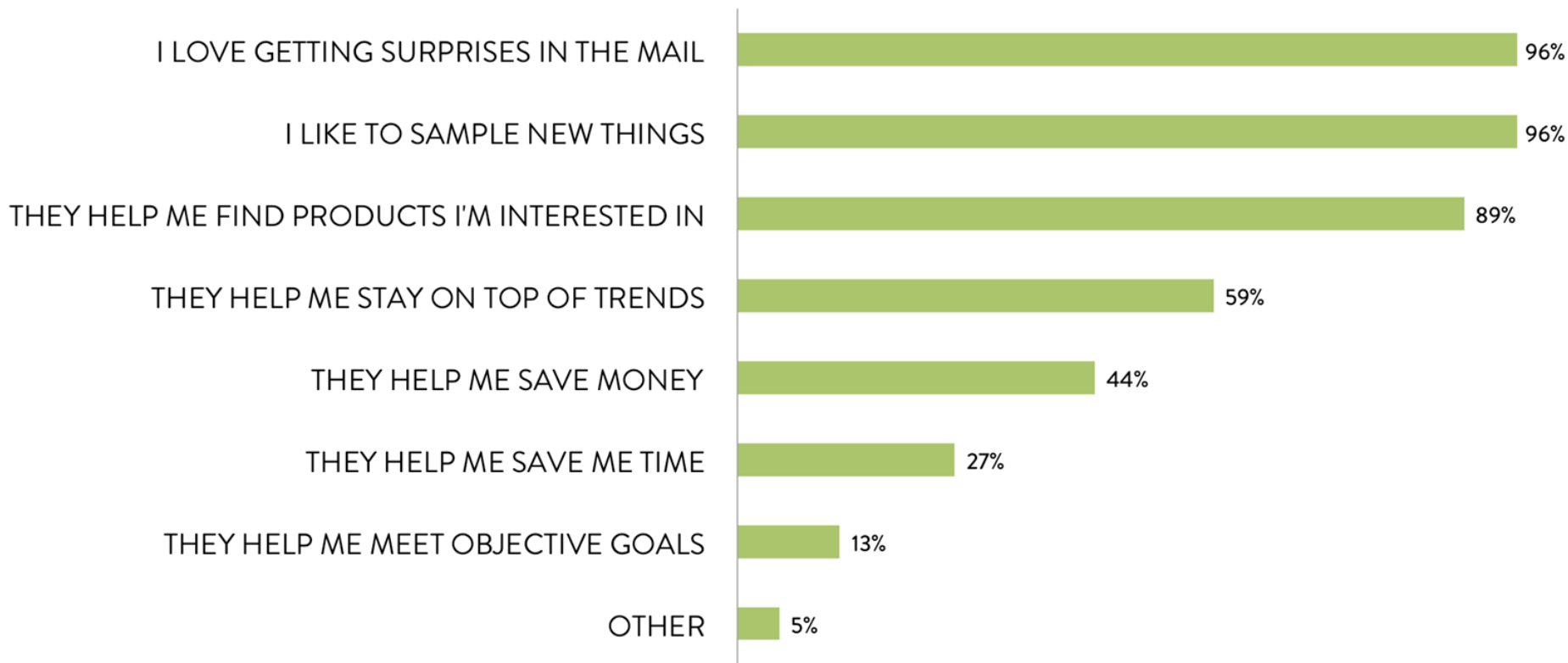


\$43.04

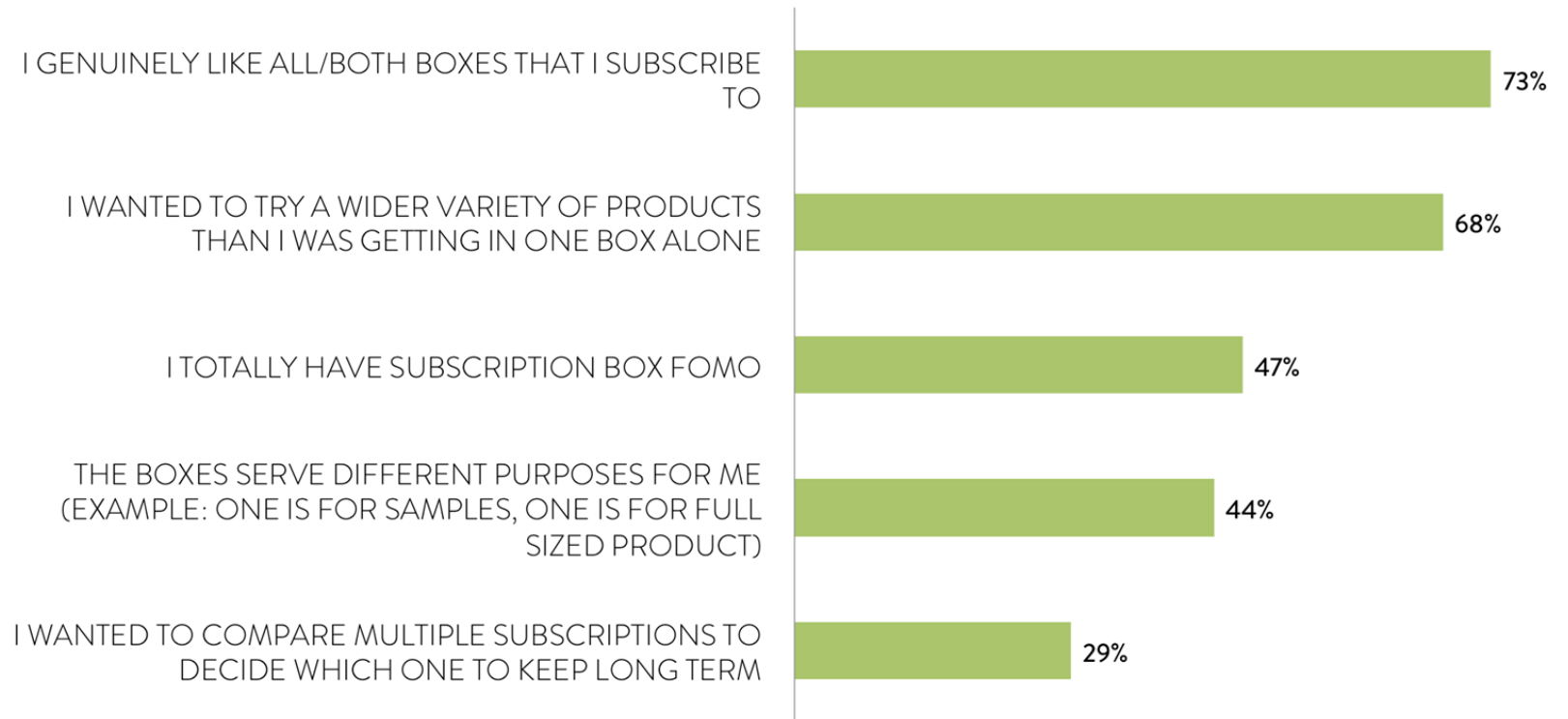


\$73.25

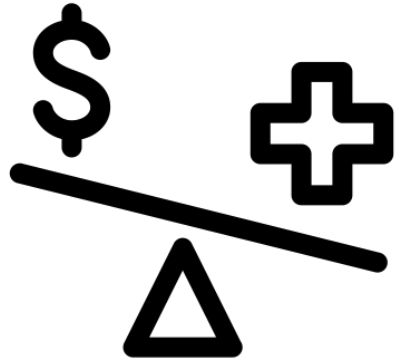
# It's not all about known value:



# 80% Subscribe to 2+ Boxes in a Single Category



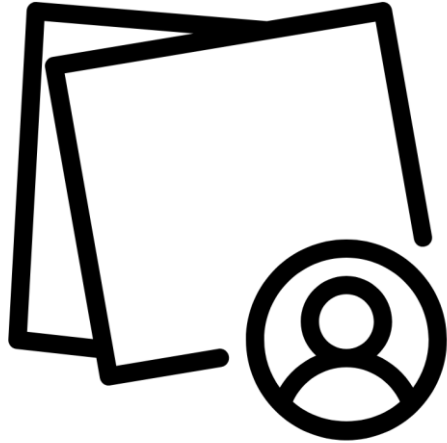
## Readers Want You to Know:



As a loyal subscriber, I feel left out when you run “new subscribers only” deals --

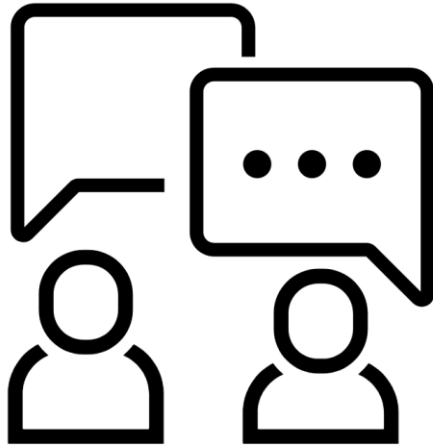
unless you offer something for me, too.

## Readers Want You to Know:

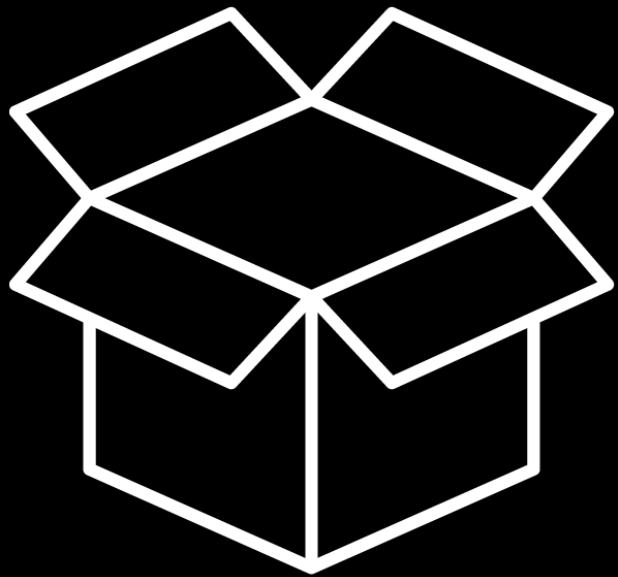


If you make me fill out a profile,  
please personalize my box!

## Readers Want You to Know:



Excellent Customer Service  
& Free US Shipping  
are must-haves.



So what's our perfect box?











# We Want It All!

Prices vary - but **RETAIL VALUE** is a must

Best-in-Class **CUSTOMER SERVICE**

Subscriber **LOYALTY PERKS**

**SKIP** & Cancel Online

**FREE** Shipping

**CUSTOMIZED** and/or Personalized

...with some **SURPRISES**





**My**  Subscription Addiction