



THE SUBSCRIPTION ECONOMY: WHERE ARE WE HEADING NOW?

DISCOVER NEXT-LEVEL INNOVATION
AND GROWTH STRATEGIES IN D2C
SUBSCRIPTIONS



Brought to you by SubX

SubX is the brand new one-day event for the European subscriptions industry from the masterminds of retail intelligence InternetRetailing and RetailX.

WHAT IS THE SUBX WORLD?

SubX World is a new one-day event for the D2C subscriptions industry which will take place in London on 18 May 2023.

SubX will explore how subscriptions businesses have entered and influenced the digital D2C market and how retailers and media companies are introducing, adapting and growing subscriptions and subscriptions services.

Joining together the D2C subscription businesses from retail, media and ecommerce for the first time, SubX World will explore the spectacular growth of the subscriptions market, and take a sharper look at the innovators who are changing the landscape to reveal the new patterns for subscription business models, and opportunities for growth.

Featuring keynotes, case studies and panel discussions from leading subscriptions-based businesses across a wide-range of sectors, alongside unique networking opportunities and meetings with key industry partners, suppliers and experts - this will be the event for anyone operating in the subscriptions economy.

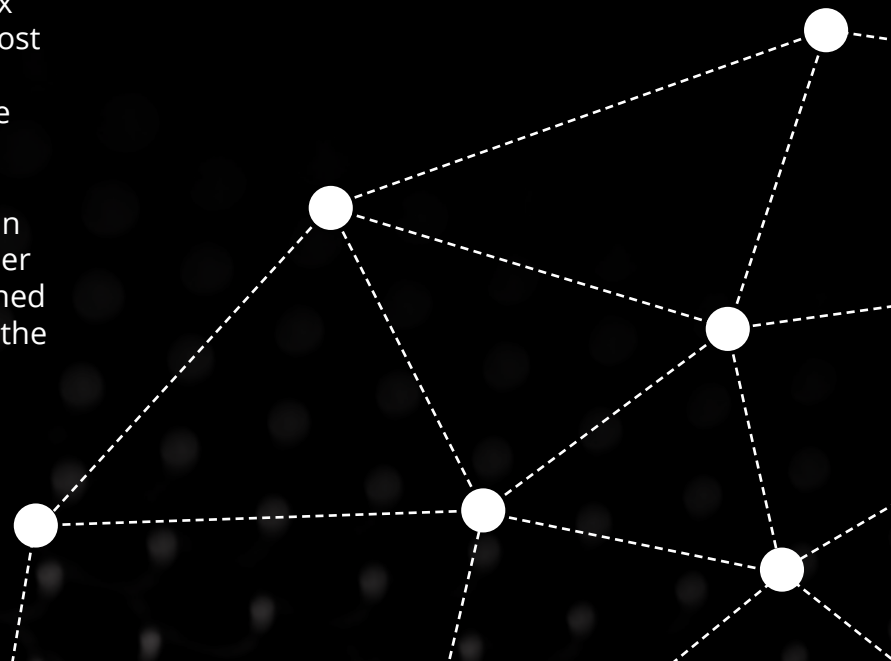
WHY SUBX?

"The UK subscription box market is set to be worth £1.8 billion by 2025, according to Royal Mail's new UK Subscription Box Market report. The forecast comes as the subscription box market has seen its value more than double in size (135%) since Royal Mail's last report on the industry, based on figures from 2017. Consumers spent almost £1.4 billion on subscription box purchases in 2020 and delivery providers made just under 88 million subscription box deliveries to subscribers across the UK.

Almost a third (30%) of shoppers are now signed up to at least one subscription box service. This is up from 27% in 2017. Almost three-quarters (74%) of subscription box shoppers are signed up to more than one subscription scheme while the number of subscribers signed up to four or more schemes has risen to 56% (up from 37% in 2017). This increase in the average number of subscription boxes consumers are signed up to is reflective of strong innovation in the market.

The subscription model has become increasingly popular because of its focus on personalisation, convenience and flexibility. Companies are becoming increasingly skilled at capturing feedback from customers to mould product contents to fit individual consumer preferences."

This will be the first event of its kind in Europe and will offer a unique opportunity to explore how subscriptions are changing the face of D2C and access to the innovators and businesses who are leading the way.

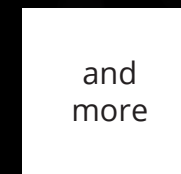


ATTENDEES

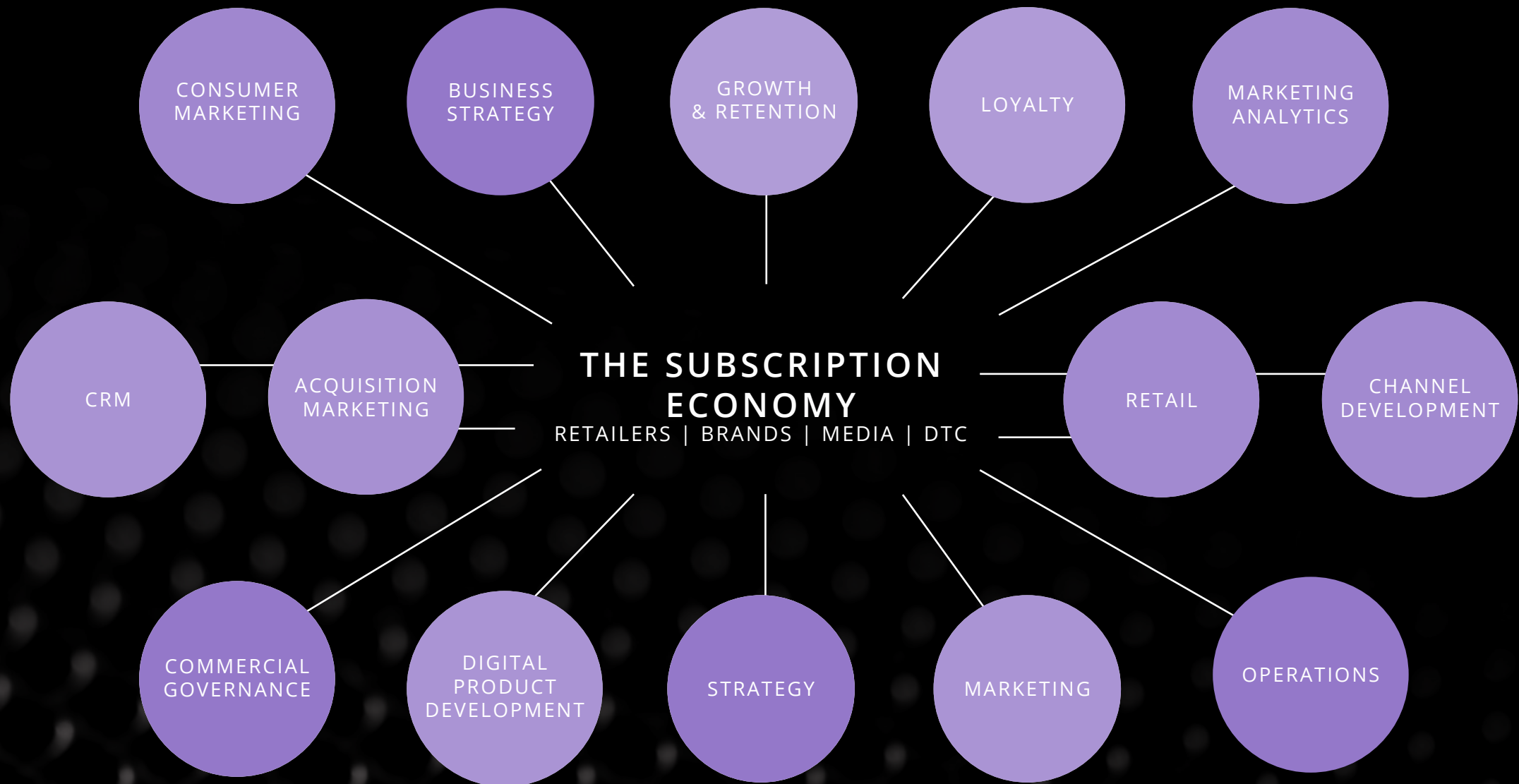
SubX will bring together leading D2C subscriptions businesses and challenger brands across retail and media to explore the unique opportunities and challenges facing subscriptions businesses and share their stories of innovation and growth.

Whether they are established retail and media subscription brands, new entrants to the market or those looking to add subscriptions to their existing operations - SubX will provide focussed content, learning and networking opportunities to help them deliver future growth.

PREVIOUS ATTENDEES AT OUR EVENTS



ATTENDEES





SUBX WILL INCLUDE...

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- In-depth case studies from D2C challenger brands
- Real world business insights from industry experts in technology, marketing, payments and operations
- Panel discussions exploring the critical factors which drive successful subscription businesses
- Insights into the growth strategies that subscription businesses are using to disrupt the market
- Networking and ideas exchanges
- Key trends, market insights and emerging practice

KEY AGENDA TOPICS

- How successful subscription businesses are responding to changing customer needs and behaviours to build scalable, profitable, sustainable businesses
- Shifting consumer habits and behaviours and the implications for traditional D2C models and subscriptions businesses
- Building adaptable subscription models that can react and respond to changing customer needs
- Data analytics - understanding the key metrics that drive successful subscription businesses and deliver growth
- Customer acquisition and growth marketing strategies
- How to grow customer lifetime value, average order value and monthly recurring revenue
- Retention, renewal optimisation and churn management
- How to get customer onboarding right to create a 'subscriber for life'
- Enhancing the customer experience to increase revenue and retention
- Payment operations and optimisation
- Subscription-specific payment insights and trends
- Fulfilment and delivery
- Sustainability, social impact and community
- The critical role of technology, AI tools and automation
- Innovation and future growth strategies

THE SUBX TEAM



**MARK
PIGOU**

Founder

Click below for
**LinkedIn
Profile**



**IAN
JINDAL**

Founder

Click below for
**LinkedIn
Profile**

SubX is curated by the team at InternetRetailing and RetailX alongside Founders Mark Pigou and Ian Jindal.

For over 15 years, InternetRetailing has been bringing industry news to retailers and brands. We work with merchants, retailers and brands to assist them to grow their businesses across all channels including marketplaces, social and messaging channels.

Having previously launched many of the UK's top ecommerce expos the team are launching SubX to serve the needs of retailers, brands and media in the rapidly growing subscriptions industry.

Backed by years of B2B event experience, the team firmly believes that with almost a third (30%) of shoppers now signed up to at least one subscription box service, there is a need for SubX to bring together the wealth of industry expertise and serve the needs of the subscriptions operators and the wider brand and retail teams tasked with delivering growth through subscriptions.

Our family of brands, includes InternetRetailing, DeliveryX, ChannelX and RetailX each specialising in providing analysis and research for ecommerce professionals.

CLICK TO VISIT OUR MEDIA CHANNELS

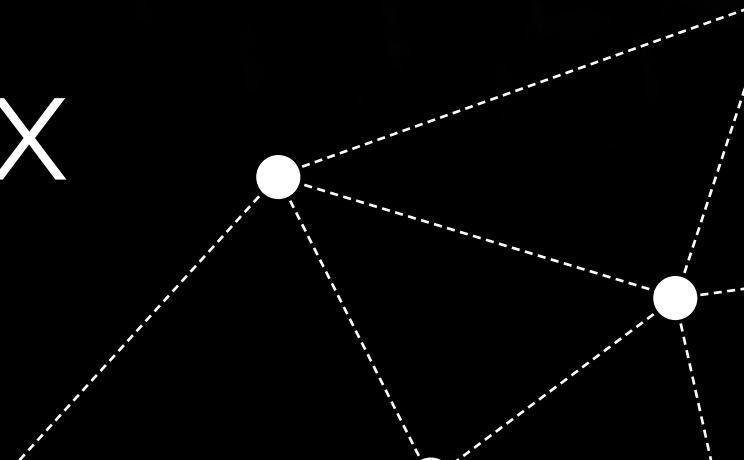
 **DeliveryX**



RETAILX

 **ChannelX**

 **Internet
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 SubX WORLD