REBUY

Agency Partner | Recharge Strategy Play Deck

How to use this deck

These plays are meant to be simple actions that agency strategists and roleplayers can enact with little development oversight to improve LTV, Conversion Rate, or AOV.

These plays center on Recharge as a key integration.

Increase Repeat Purchases (LTV)

PLAY	VALUE	OUTCOMES	EXECUTION	EXAMPLES
Via Recharge – In-cart subscription conversion (standard or Smart Cart)	• Brands often default you to subscriptions, people don't realize, and churn (example = Bonafide) • Dev lift in cart is hard (especially for Recharge checkout integration [legacy product; most big brands], and still hard for Shopify Checkout integration)	• Increase conversion rate of subscribers • Increase number of subscriptions • Improved subscription experience • Improved LTV (no churn)	• Subscription button for each line item in cart • Subscription recommendations based on products in cart (recurring or one-time) *NOTE:* Smart Cart enables more granular and clearer subscription upgrade options (relative to standard cart) - increase conversion rates and AOV	• Moon Juice (25% of new subscriptions come through cart recommendation) • Magic Spoon

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Increase Cart Size (AOV)

PLAY	VALUE	OUTCOMES	EXECUTION	EXAMPLES
Via Recharge – In-Checkout recommendations	• High cost of acquiring new subscriber • Limited opportunities to acquire a subscription • Subscription transactions are typically limited to the one subscription • Buyers finding the right subscriptions is difficult	• Increase AOV • Increase ROAS • Increased number of subscriptions (not as often)	• Rebuy recommendation widget (which shows up in RCI and SCI)	• Getkion

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Customer Portal Recommendations

PLAY	VALUE	OUTCOMES	EXECUTION	EXAMPLES
Via Recharge – Customer portal recommendations	• Recommended One Time or Subscription products based on what products customers are subscribed to • Offer exclusive recommendations based on specific subscription products • Reorganize and handpick Customer Portal offerings • Get detailed analytics on which products are being added the most as addons	• Increase AOV • Improved experience	• Recharge customer portal widget Help Center Article	