

Running Experiments in a Recurring Subscription Business

Kim Coleman Managing Director, Stranger Studios LLC

What is an experiment?

Experiments *test your assumptions* to help you *make better decisions*.

It's information overload out there.



How you might be making decisions...

IDENTIFY

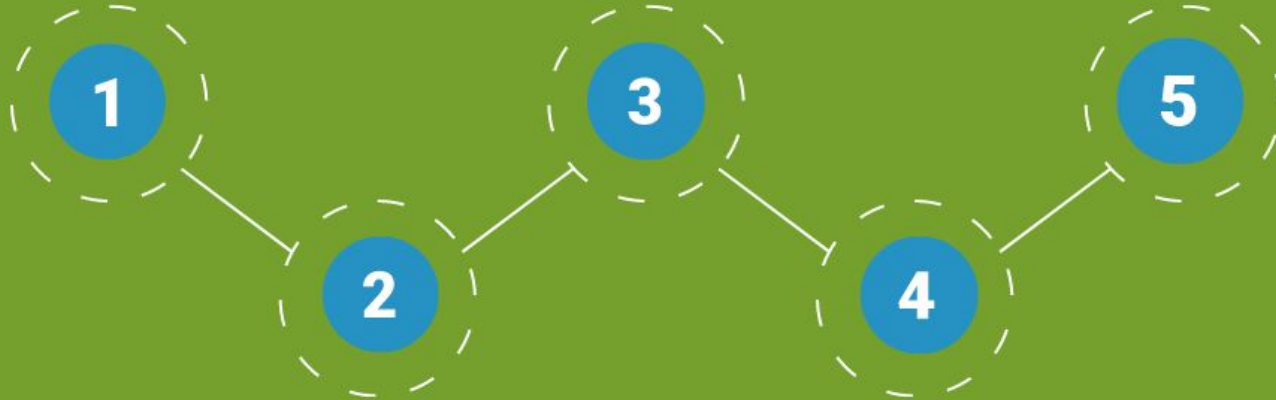
something you
want to change

RANK

the importance of data,
formally or informally

CHOOSE

from one of your
guesses and do it



GATHER

information from
your trusted sources

GUESS

a few things that
could solve the problem

How you could be making decisions...

IDENTIFY

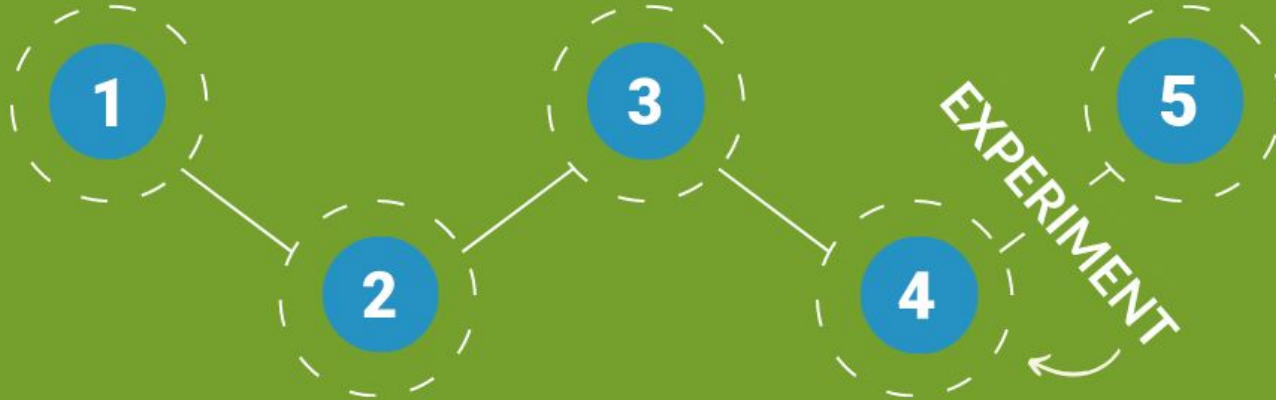
something you
want to change

RANK

the importance of data,
formally or informally

CHOOSE

from one of your
guesses and do it



GATHER

information from
your trusted sources

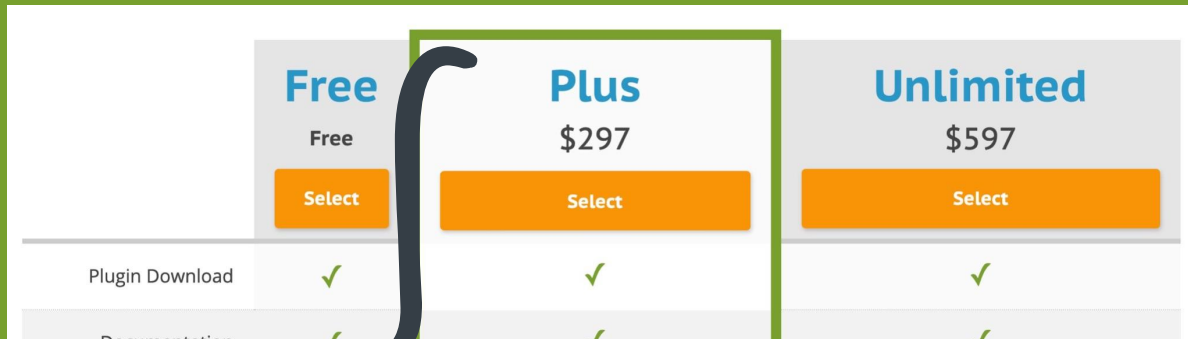
GUESS

a few things that
could solve the problem

EXPERIMENT

Simplifying Prices

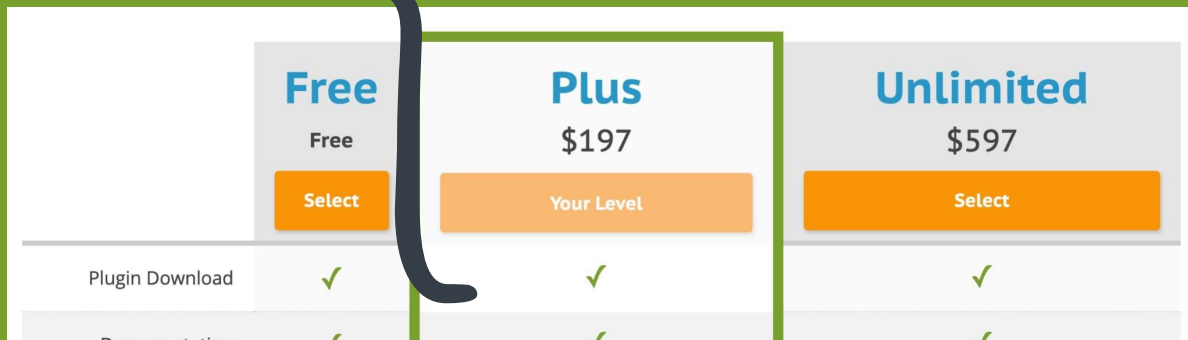
Users saw full price
for year 1 (\$297)
before signup.



A screenshot of a pricing table with three columns: Free, Plus, and Unlimited. The 'Free' column has a 'Select' button. The 'Plus' column has a 'Select' button and a price of \$297. The 'Unlimited' column has a 'Select' button and a price of \$597. A large blue bracket is positioned to the left of the 'Plus' and 'Unlimited' columns. Below the columns, there are rows for 'Plugin Download' and 'Documentation', each with a green checkmark.

	Free	Plus	Unlimited
	Free	\$297	\$597
	Select	Select	Select
Plugin Download	✓	✓	✓
Documentation	✓	✓	✓

Users saw renewal
price for year 2 (\$197)
after they purchased.



A screenshot of a pricing table with three columns: Free, Plus, and Unlimited. The 'Free' column has a 'Select' button. The 'Plus' column has a 'Your Level' button and a price of \$197. The 'Unlimited' column has a 'Select' button and a price of \$597. A large blue bracket is positioned to the left of the 'Plus' and 'Unlimited' columns. Below the columns, there are rows for 'Plugin Download' and 'Documentation', each with a green checkmark.

	Free	Plus	Unlimited
	Free	\$197	\$597
	Select	Your Level	Select
Plugin Download	✓	✓	✓
Documentation	✓	✓	✓

EXPERIMENT

Simplifying Prices

OLD PRICE

\$297

then \$197 per year



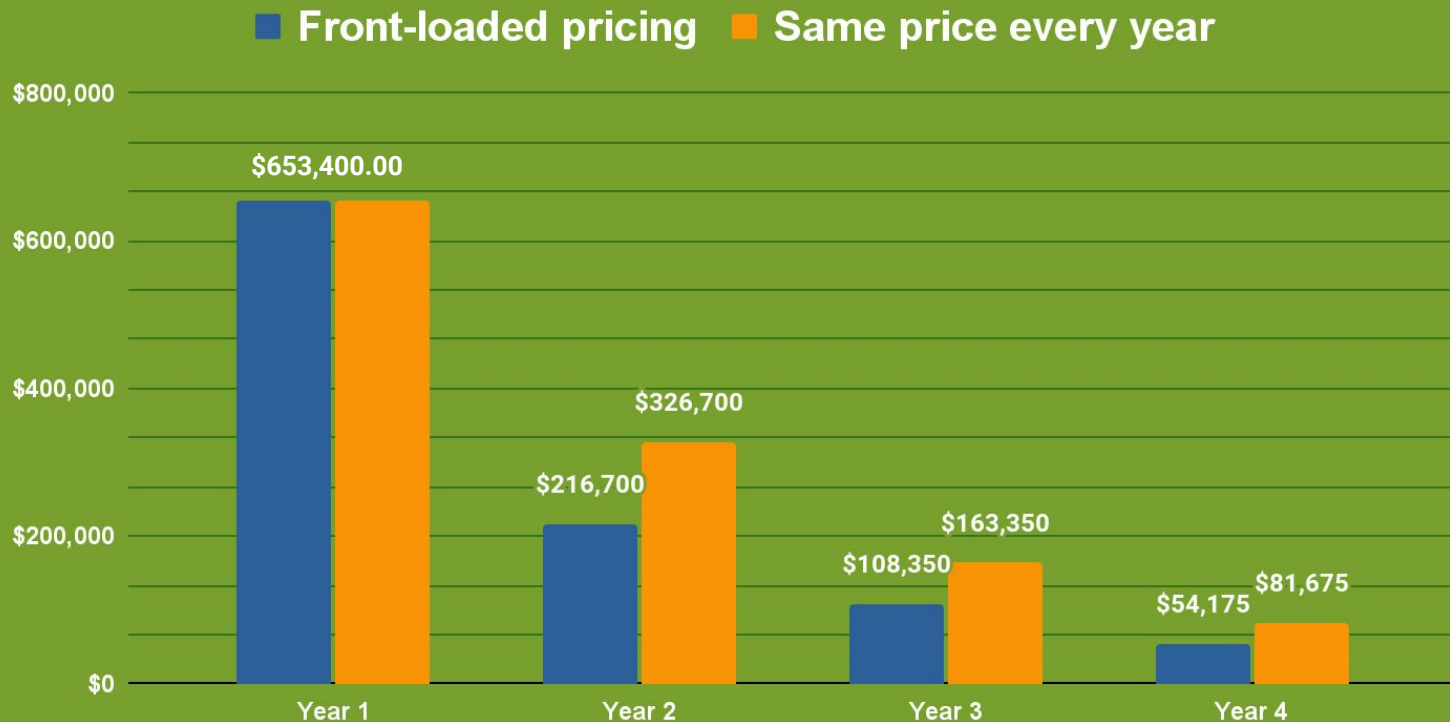
NEW PRICE

\$297

per year

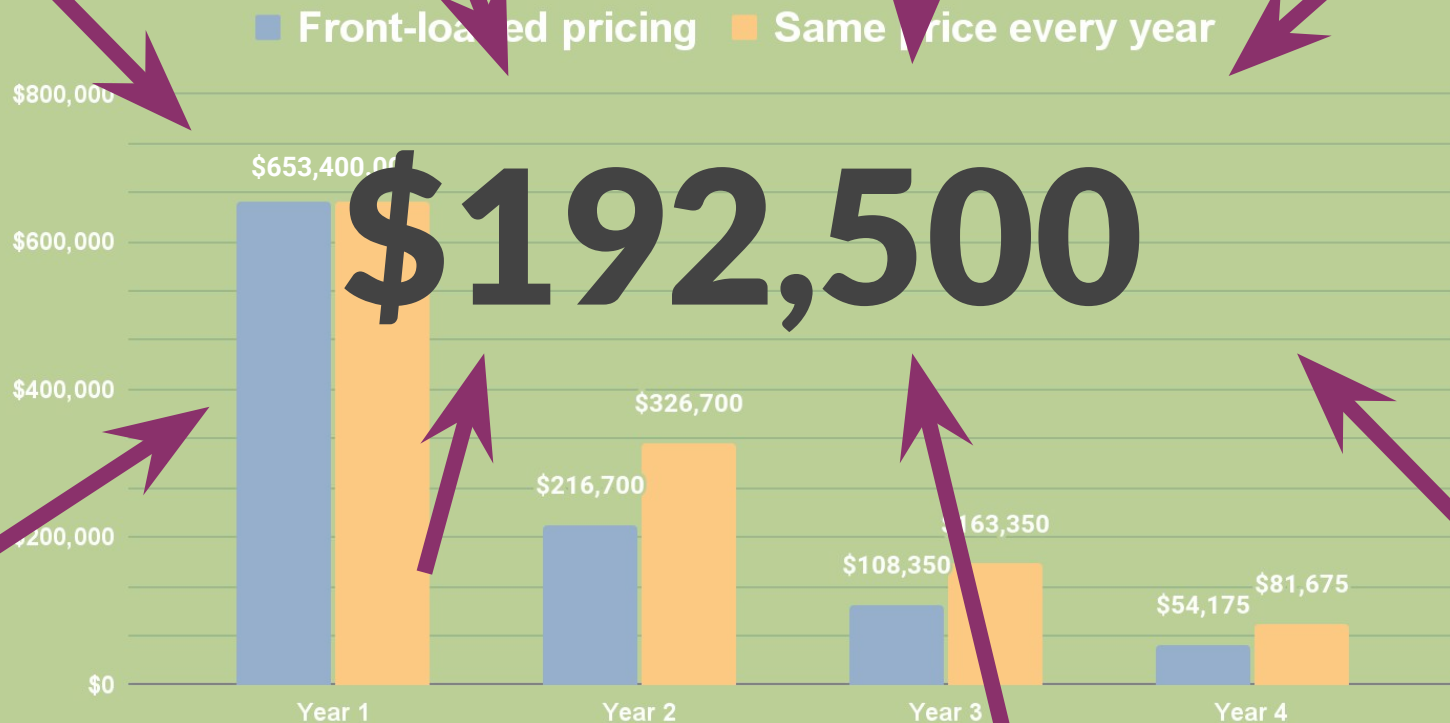
EXPERIMENT

Simplifying Prices



EXPERIMENT

Simplifying Prices



What can you experiment on?

Price + Promotions + Marketing +
Products/Services + Support + Team

EXPERIMENT

Faking a Price Increase

Plus

\$197

Select



Membership Level

You have selected the **Plus** membership level.

Support and Updates for 1 to 5 Sites, Unlimited Support Tickets, 65 P
\$3,200 value), 19 Free Add Ons, 1-Click Add On Installs/Updates

The price for membership is **\$197.00/yr.**

Plus

\$297

Select



Membership Level

You have selected the **Plus** membership level.

Support and Updates for 1 to 5 Sites, Unlimited Support Tickets, 65 P
\$3,200 value), 19 Free Add Ons, 1-Click Add On Installs/Updates

Fall sale! The price for membership is ~~\$297.00~~ **\$197.00/yr.**

EXPERIMENT

Faking a Price Increase

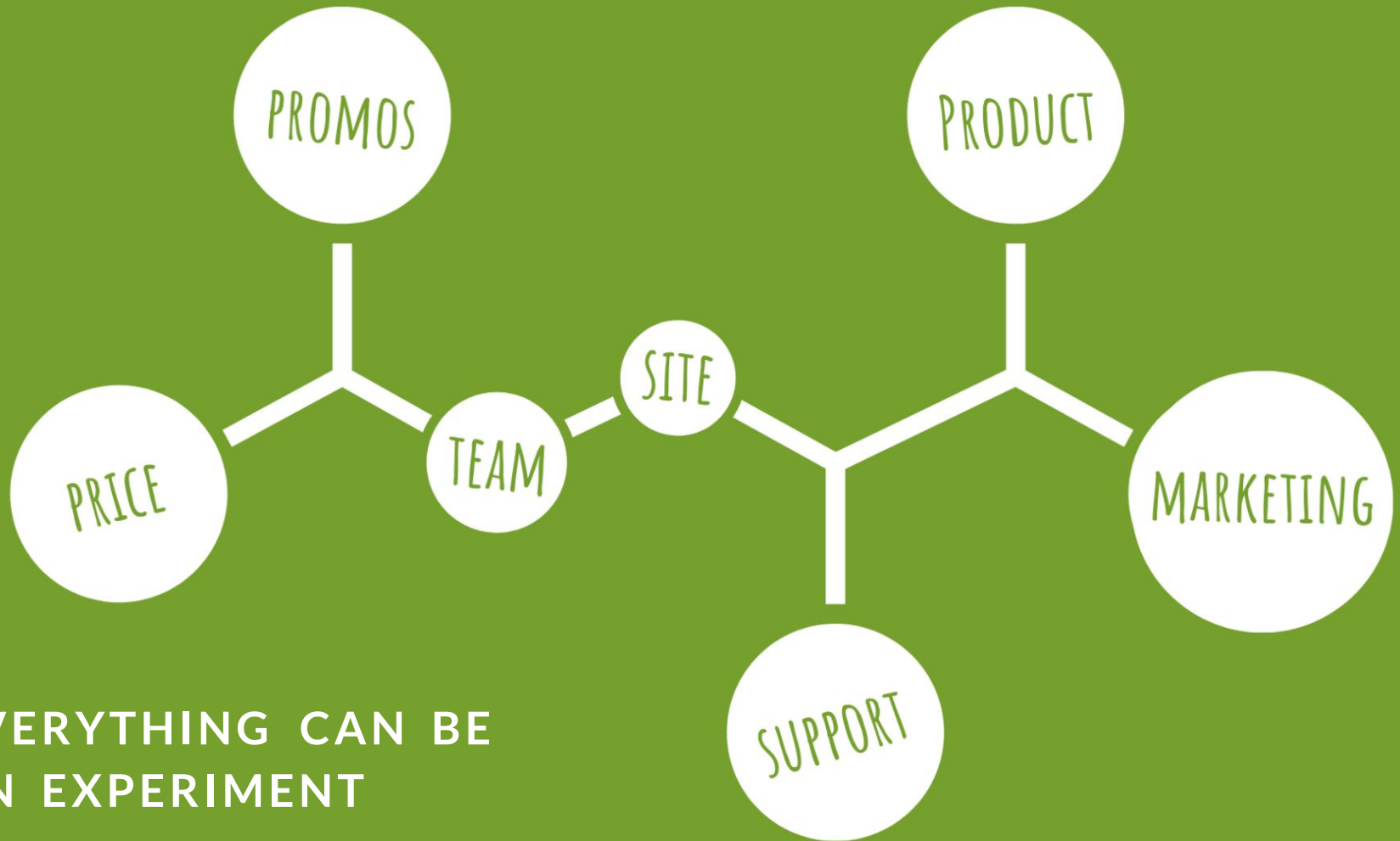
Membership Level

[change](#)

You have selected the **Plus** membership level.

Support and Updates for 1 to 5 Sites, Unlimited Support Tickets, 65 Plus Add Ons (a \$3,200 value), 19 Free Add Ons, 1-Click Add On Installs/Updates

Fall sale! The price for membership is ~~\$297.00~~ **\$197.00/yr.**



EVERYTHING CAN BE
AN EXPERIMENT

EXPERIMENT

Homepage CTA: Where to?

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

Get Started Now: \$297

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

View Pricing

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

Learn More

EXPERIMENT

Homepage CTA: Where to?

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

Get Started Now: \$297

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

View Pricing

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

Learn More

EXPERIMENT

Homepage CTA: Where to?

The Most Complete WordPress Membership Plugin.

Restrict content, manage member subscriptions with recurring payments. User registration, custom profile fields, and robust member management.

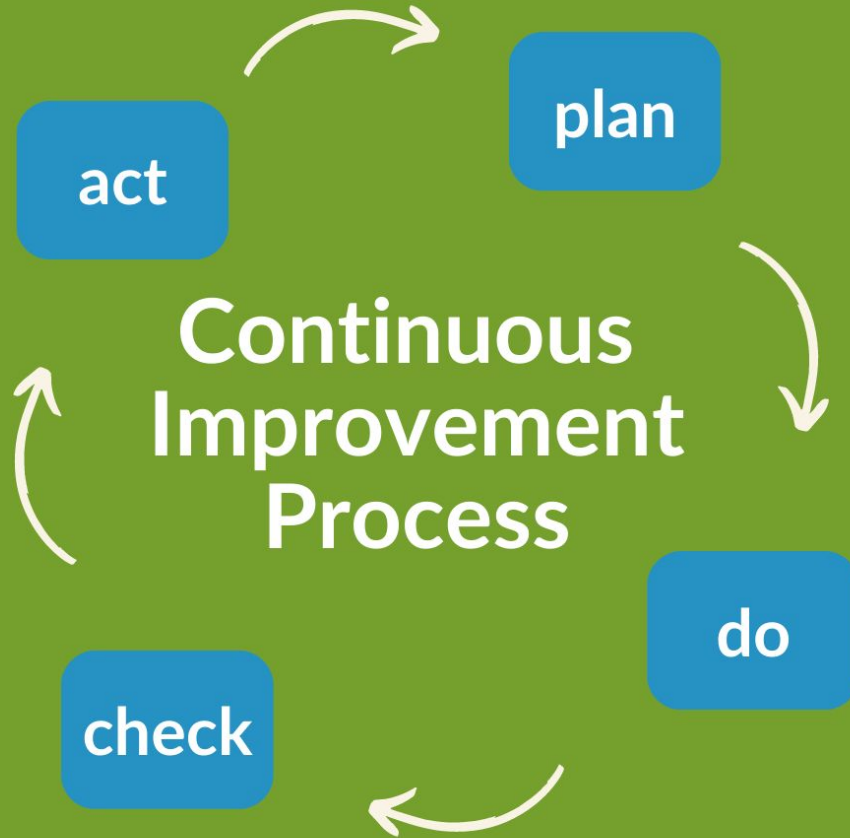
Get Started Now: \$297



#1

Test what's working, too.

Experiments aren't just for problems and pains. Always be testing.



*An ongoing effort to
improve products,
services, or processes*

EXPERIMENT

Sale: Discount First Year Only

OUR FULL PRICE

\$297

per year



LIFETIME DISCOUNT

\$197

per year



1ST YEAR DISCOUNT

\$197

then \$297 per year

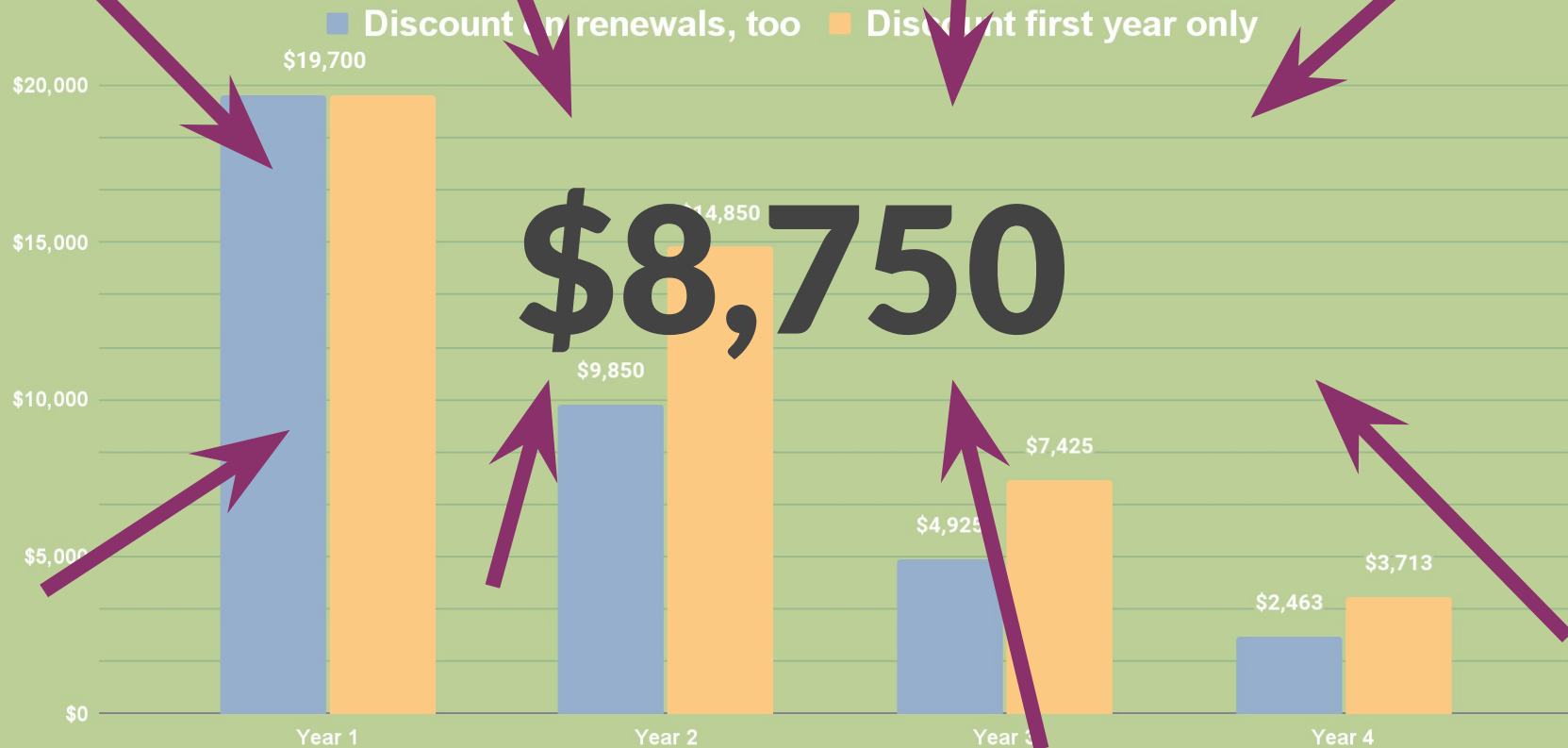
EXPERIMENT

Sale: Discount First Year Only



EXPERIMENT

Sale: Discount First Year Only



EXPERIMENT

Sale: Discount First Year Only

OUR FULL PRICE

\$297

per year



LIFETIME DISCOUNT

\$197

per year



1ST YEAR DISCOUNT

\$197

then \$297 per year



Are experiments safe?

“Experiment safely” to avoid
permanent damage to your brand.

A safe experiment...

1. Has a start and end.
2. Starts with a hypothesis and ends with reflection.
3. Doesn't create inequity.
4. Isn't illegal, unethical, or dangerous.

Identify your why.

The right experiment gets you the info you need to make meaningful changes.

10 more experiment ideas...

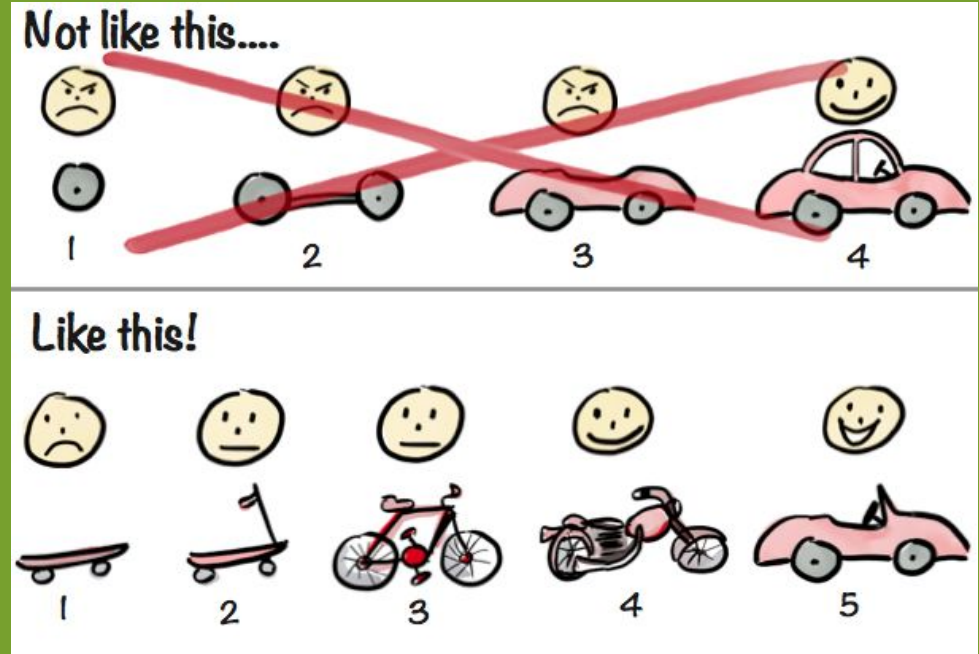
1. Just stop doing a thing you don't like (within reason)
2. A/B test subject lines (transactional emails, too)
3. Add a free membership level
4. Add or remove the paywall on something popular
5. Offer pre-sales calls or call random customers

10 more experiment ideas...

6. Repurpose Content: Make an eBook from 10 popular premium or free articles
7. Add your phone number or live chat to your website
8. Run a different kind of sale
9. Hire a freelancer, maybe 3 for the same project
10. Take a 7 day vacation or staycation

Bonus Experiment Idea

11. Sell a fake or
“Earliest Testable”
Product.





**Download Paid
Memberships
Pro for free on
WordPress.org**

wordpress.org/plugins/paid-memberships-pro

Go experiment.

Email kim@paidmembershipspro.com

Twitter [@coleman83](https://twitter.com/coleman83)