

INCREASE REVENUE, APPROVAL RATES, AND CLTV WITH ACCOUNT UPDATER

“This tool has really just found revenue for me as an eCommerce merchant, that I would recommend for anyone selling products on a subscription.”

– Nate Lind, ADSUM Founder

The Overview

Three large eCommerce health and fitness companies were struggling with lost subscriptions due to expired customer credit cards – a challenge that every subscription eCommerce merchant faces.

The Challenge

Expired credit cards result in lost subscriptions which equals lost revenue, lower approval rates, and lower CLTV!

The Solution

Account Updater drives revenue that would have otherwise been declined, maximizing your ROI and reducing churn. Account Updater is a LimeLight feature that automatically updates customer payment details and increases approval rates on recurring transactions – with an average of 4% total cards updated monthly and 81% of updated cards successfully billed! Exclusive to LimeLight, our platform provides advanced reporting to bring you the results that make your business better.

The Results

Client #1	Client #2	Client #3
44,126 Cards Updated	20,417 Cards Updated	14,689 Cards Updated
\$5.2M Additional Revenue	\$2.8M Additional Revenue	\$1.9M Additional Revenue
2,188% ROI	2,436% ROI	2,221% ROI

Learn More: Contact Us Today!

Contact us at sales@limelightcrm.com to see how much extra revenue you could be making!