

# How Soundstripe retained **500 users and \$20,000** in revenue in 90 days

## Thousands of users churning monthly

Soundstripe was churning thousands of users per month and not capturing meaningful feedback or metrics on reasons for cancellation. They wanted to optimize their cancellation flow, provide detailed reporting on cancellation metrics and automate customer retention.

**Enter ProsperStack.**

## Targeted offers, A/B tested and implemented with ProsperStack

Soundstripe's multiple pricing packages offered a challenge for presenting targeted offers best designed to incentivize customers to stay. Using ProsperStack's customer segmentation and offer targeting features, Soundstripe created multiple sets of coupons for each customer cohort and automatically targeted the coupons to customers based on their subscription plan.

To determine the most effective incentives, Soundstripe used ProsperStack's automated offer A/B testing features to select the best performing offer language and discounts.



**20k**  
Revenue recovered



**11%**  
Offer acceptance rate



**500**  
Customers saved



**5x**  
Return on investment

## Actionable feedback for the product team

Using insights from ProsperStack's built-in reports, analytics and export tools, Soundstripe now provides automatic reports on cancellation trends to their product team to inform roadmap decisions.

Start **retaining more subscribers** with ProsperStack. Book a demo today.