

FIVE BRANDS • ONE EMAIL

Your churn isn't a loyalty problem. It's a **friction problem**. And it lives in one email.

The most common reason subscribers cancel isn't dissatisfaction. It's having too much product. Five DTC brands fixed it inside the one email subscribers always open.

WHAT ZAYMO CUSTOMERS SEE, ON AVERAGE

20%fewer subscriber
cancellations**40%**lift in subscriber
winbacks**83%**

lift in cross-sells

Per-brand results inside, all A/B test validated.

Subscribers cancel because they have **too much product**. Not because they stopped caring.

Across these brands, the most common cancellation reason wasn't dissatisfaction. It was pacing. People were overstocked, and cancelling was the only visible way to solve a temporary problem.

So the churn reads like a loyalty problem. It's actually a friction problem. The subscriber wanted to stay. They just needed to slow down, and the email never let them do it without leaving.

THE PATTERN ACROSS FIVE BRANDS

#1

cancellation reason was "too much product" — not dissatisfaction.

17–52%

fewer cancellations once the controls moved inside the email.

60%

less likely to cancel after delaying a single order.

The fix already exists — **delay, skip, swap, adjust frequency**. It just needs to live where subscribers will actually use it.

Put the fix inside the billing reminder.

The billing reminder is the one email subscribers reliably open — it's about their money. Zaymo turns it into a live portal. Subscribers act on their subscription in a single tap, with no login and no redirect.

Delay	Push the next order out when they're overstocked.
Skip	Skip a single shipment without touching the plan.
Swap	Change the product, or add a one-click cross-sell.
Adjust frequency	Slow the cadence instead of stopping it.

YOUR NEXT SHIPMENT IS COMING UP

Hey Enrique, your subscription will renew on July 12, 2026.

Update your scents, add extras, or adjust your delivery before your order locks in.

Heads up: if anything you're subscribed to is out of stock, we'll automatically swap in a replacement, so be sure to view your scent picks now!

Click "Manage My Subscription" to make any changes or cancel your subscription. For more details, please review our [Terms of Use](#) and [Purchaser Agreement](#).

Upcoming Shipment Active

Sat, Jul 11, 2026

Every Month



Soap Subscription - 3 Bars

1 x \$19.00

Estimated Total: \$20.57

Edit order schedule

Send Now

Delay

[Manage my subscription](#)

Powered by **zaymo**

TRY SOMETHING NEW!

Add one-time purchases to your upcoming shipment.

Save 15%



Lip Balm 4-Pack
\$16.99 \$13.60

Save 15%



Coastal Mist Invisible Glide Deodorant

Save 15%



Coconut Castaway Invisible Glide Deodorant

The portal, live in the inbox.

Harry's

Men's grooming, on a subscription cadence.

17%

fewer cancellations

Billing-reminder flow · A/B test validated

THE MOVE

Overstocked subscribers weren't unhappy. They were behind. A one-tap delay inside the billing reminder let them catch up instead of cancel, and a one-click reactivate brought churned subscribers back with nothing offered.

A/B test validated

No-incentive reactivation

THE INDUSTRY

Grooming replenishment runs on habit. Blades and creams get used at a steady rate, so an overflowing shelf is the clearest signal to cancel — even when the subscriber still wants the product. The goal is keeping refills paced to real usage.



LauraJean Yuli
Harry's

"It's almost like we can't go back to a world where we're driving people to links and they have to go through loopholes to get places."

SECONDARY RESULTS

- Churned subscribers reactivated with **no discount**.
- Fewer link-outs and loopholes for subscribers.

Flamingo

Body care and shave essentials.

36%

fewer cancellations

Billing-reminder flow · A/B test validated

THE MOVE

Having too much product was the reason subscribers left most often. Giving them a one-tap way to push out an order, instead of cancel, cut cancellations by more than a third.

A/B test validated

Billing-reminder retention

THE INDUSTRY

Body care subscriptions over-deliver by design — refills arrive whether or not the last ones are gone. Cabinets fill up, and "too much product" becomes the leading reason to cancel. The win is letting people slow the pace without leaving.



Emily Lambert
Flamingo

"'I have too much product' was our number one cancellation reason. Zaymo lets customers quickly push out their order rather than cancel."

SECONDARY RESULTS

- Their **top cancellation reason**, resolved in one tap.
- Push-out replaced cancel as the default action.

Buoy

Functional hydration and wellness drops.

52%

fewer cancellations

Billing-reminder flow · built with Kulin

THE MOVE

Subscribers with too much on hand were logging in to cancel or pause. An in-email delay and a one-click frequency change gave them a reason to stay, and cut cancellations by more than half.

Billing-reminder retention

Built with Kulin

THE INDUSTRY

Functional beverage buyers stock up fast and reorder unevenly. When drops and cans pile up, pausing feels like the only lever. Frequency control is what keeps them subscribed instead of churned.

More than half of would-be cancellations, kept — from delay and frequency controls alone, no discount involved.

SECONDARY RESULTS

- The **largest churn cut** of the five brands here.
- Delivered with agency partner Kulin.

Gratsi

Wine by the box, on subscription.

31%

fewer cancellations

16x return on the email · A/B test validated

THE MOVE

One email worked two levers at once. It protected revenue by cutting churn, and grew per-subscriber value with one-click cross-sells, with no redirect and less work for support.

A/B test validated

One-click cross-sell

Built with YOCTO

THE INDUSTRY

Wine subscriptions live on ritual and cadence. Drink-down rates vary week to week, so rigid shipments create overstock and cancels. There's also room to grow each order — if the ask lands in the right moment.



Gratsi
Retention team

"It genuinely makes subscribers' lives easier. They can make changes without ever contacting us, which has reduced customer service volume on our end."

SECONDARY RESULTS

- **16x return** on the email — 12x retention, 4x cross-sell.
- Lower customer-service volume.

Create Wellness

Supplements, subscription-first.

19%

fewer cancellations

10x return on the email · A/B test validated

THE MOVE

First-time subscribers often didn't realize they'd signed up for recurring orders. A self-serve delay or skip inside the email turned would-be cancels into stays, and took pressure off support.

A/B test validated

One-click cross-sell

THE INDUSTRY

Supplement subscribers often start without realizing the plan recurs. The first surprise charge drives a spike of cancellations and support tickets — usually from people who would stay if managing the plan were easy.



Create Wellness
Retention team

"Cancellation ticket volume went down around people that needed help managing their subscription."

SECONDARY RESULTS

- **10x return on the email.**
- Lower cancellation-ticket volume.

The Billing-Reminder Retention Play.

Every brand here ran the same move. An interactive subscription portal, embedded in the one email subscribers always open. Delay, skip, swap, or change frequency in a single tap. No login. No redirect.

60%

A subscriber who delayed their upcoming order was 60% less likely to cancel.

Create Wellness — the mechanism behind the retention numbers.

Subscription Portal

Delay, skip, swap, or change frequency inside the billing email.

Upsells

One-click curated add-ons in the same high-intent email, before the moment fades.

Reactivation

One-click reactivate on post-cancellation emails, with no discount attached.

AND MORE

Inbox Booster — lifts deliverability and inbox placement so the whole play reaches more subscribers in the first place.

Because subscribers act inside the email, reported click-through can fall while real interaction rises. One brand saw click-through drop 12% as in-email interaction rose 12%. Judge the play on actions, not clicks.

SEE IT IN YOUR OWN LIFECYCLE

The billing reminder is already your highest-attention email.

The only question is whether it lets subscribers stay. Bring the fix inside the inbox and see what your own numbers do.

Book a demo → zaymo.com/demo

17%

Harry's

36%

Flamingo

52%

Buoy

31%

Gratsi

19%

Create

Figures are A/B test validated against each brand's prior billing-reminder flow. Sources: zaymo.com/case-studies — Harry's, Flamingo, Buoy (with Kulin), Gratsi (with YOCTO), Create Wellness.