

# How to Reduce Streaming Churn:

## A 7-Step Self-Assessment for OTT Subscriber Retention

Are you losing subscribers you could easily retain? Most churn is preventable with the right tools. Use our checklist to uncover gaps in your retention strategy, and explore the features Magine Pro customers use to improve retention - backed by real-world performance.



The fastest way to grow your subscriber base is to stop losing the ones you already have

### Why Retention Beats Acquisition

- Acquiring a new subscriber can cost **5x more** than retaining an existing one.
- Simple, proactive strategies can boost **lifetime value (LTV)** and reduce revenue leakage.
- Retention also strengthens brand trust, making subscribers more likely to stay, refer others, and engage with new offers.

Use the checklist below to assess your current retention approach — and see how Magine Pro's OTT platform can help you take action.

## Your 7-Point Retention Checklist



Are you personalising content recommendations?

- Use viewing history and behaviour to surface relevant content
- Highlight new releases and exclusives based on user preferences



Are you keeping subscribers engaged beyond the first month?

- Onboard new users with helpful emails and feature highlights
- Send reminders for unfinished content or new episodes



Are you reducing friction in the user experience (UX)?

- Ensure fast load times and intuitive navigation
- Offer easy login options (e.g., QR sign-in for Smart TVs)
- Use large visuals and autoplay trailers to support content discovery



Are you proactively addressing payment failures?

- Dunning notifications: Alert users after a failed payment attempt
- Retry logic: Attempt to recover failed payments before downgrading access



Do you have a win-back strategy for lapsed users?

- Use promo codes to offer discounts or free trials via targeted campaigns
- Run time-limited offers using viral or unique codes for email or paid ads
- Re-engage churned users with personalised win-back messages



Are you using data-driven insights to prevent churn?

- Monitor inactivity or drop-offs in usage to identify at-risk users
- Use email or push campaigns to re-engage users before they cancel



Do you remind subscribers about upcoming payments?

- Use card expiry reminders to notify users before their card expires
- Help users update their billing info in time to avoid involuntary churn
- Transparent billing communication builds trust and improves retention

### How Does Your Retention Strategy Score?



6-7 points

You're in great shape! You've got solid retention foundations. Now it's about optimising and fine-tuning with deeper data and automation.



4-5 points

Good start, but there's room to grow. Focus on filling the gaps - especially in proactive recovery and re-engagement strategies.



1-3 points

You're likely losing more subscribers than you should. The good news? There are proven, low-effort ways to turn this around - and Magine Pro can help.

**NOT HAPPY WITH YOUR SCORE?**

You're not alone. Find out how we can help to improve it.

[BOOK A DEMO](#) →

## Magine Pro's Built-In Tools for Smarter Retention

Magine Pro's built-in churn-reduction features help our customers lower subscriber loss, recover revenue, and win back users.

### Payment Recovery

#### Card Expiry Reminders

Automatically alert users before their card expires

- ✓ Customers using this feature have seen up to an **18% reduction in involuntary churn**, simply by improving billing visibility.

### Dunning Automation

Automatically trigger retries and follow-ups after a failed payment

- ✓ Services using Magine Pro's dunning flows typically recover **over half of failed payment attempts** with this feature in place.

### Win-Back Campaigns

#### Win-Back Emails

Automatically target churned users with personalised offers

- ✓ Customers implementing win-back campaigns saw up to a **12% reactivation rate** among churned users during early testing.

### Long-Tail Value

#### Reactivation Trends

- ✓ In some cases, services saw **1 in 5 churned users return** within a year when supported by consistent reactivation messaging.

### The Magine Pro Retention Toolkit

Everything you need to reduce churn—already built into our platform:

- ✓ **Card Expiry Notifications** – Prevent churn before it happens
- ✓ **Dunning Flows** – Recover failed payments without extra effort
- ✓ **Win-Back Campaigns** – Bring back users with targeted reactivation

**READY TO REDUCE CHURN AND KEEP MORE SUBSCRIBERS?**

Let's talk about how Magine Pro can help you improve retention

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