



**subs<sup>®</sup>  
tribe**  
summit 2020

**welcome: the  
future of b2b  
subscriptions**

andy burden & steve budd  
founders, subscribe

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**PUBLISH INTERACTIVE**

**GUILD**

PROFESSIONAL MESSAGING

**COLLINGWOOD**

— ADVISORY —

**FT STRATEGIES**

**PRAGMATIC**

change is inevitable

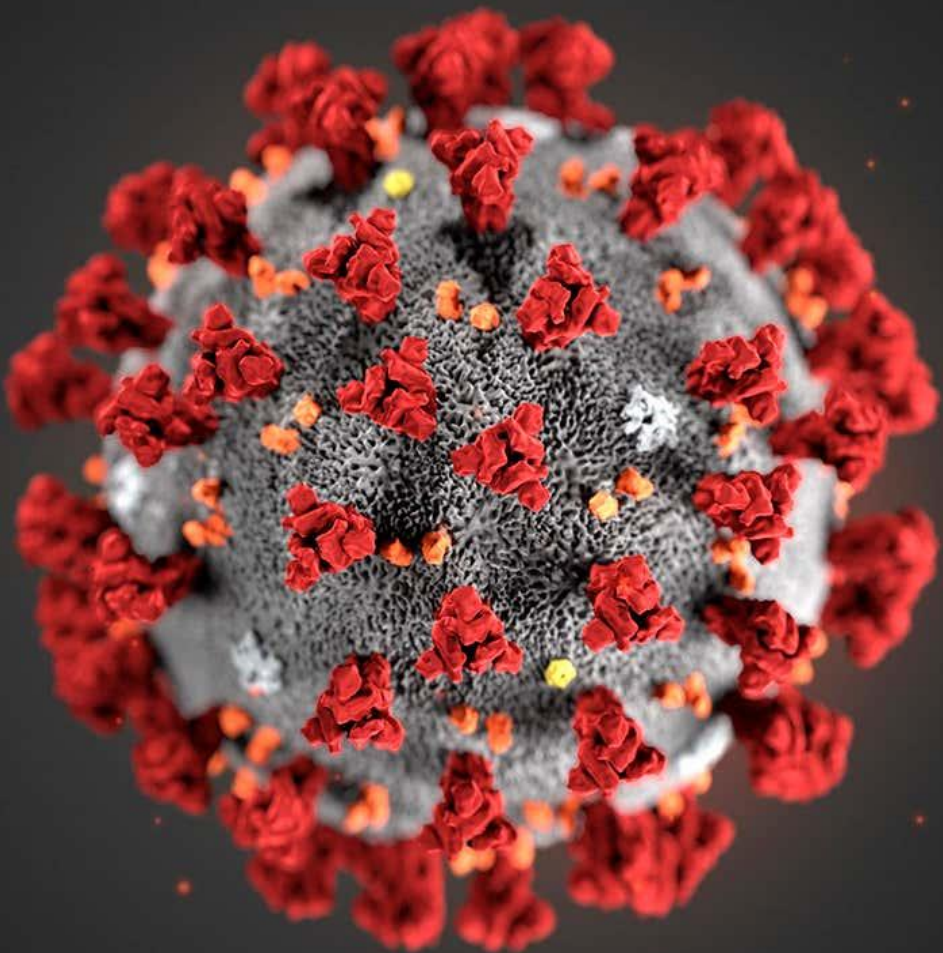
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# the catalyst: pursuing value

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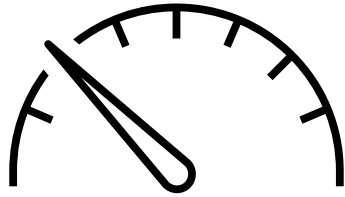




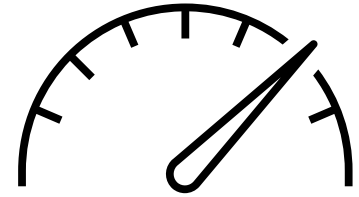
**subscriptions are showing their  
resilience**

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27%  
more confident in overall  
company performance



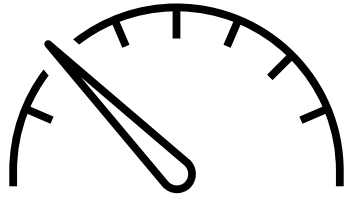
58%  
more confident in  
subscription performance

# the quest: choosing your direction

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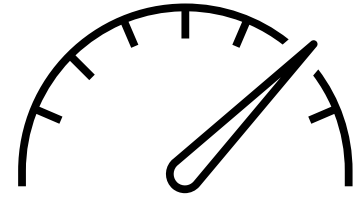




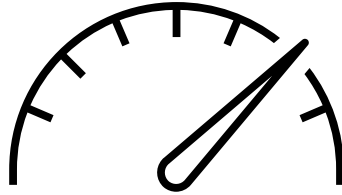


47%  
current

ratio of subscription  
revenue

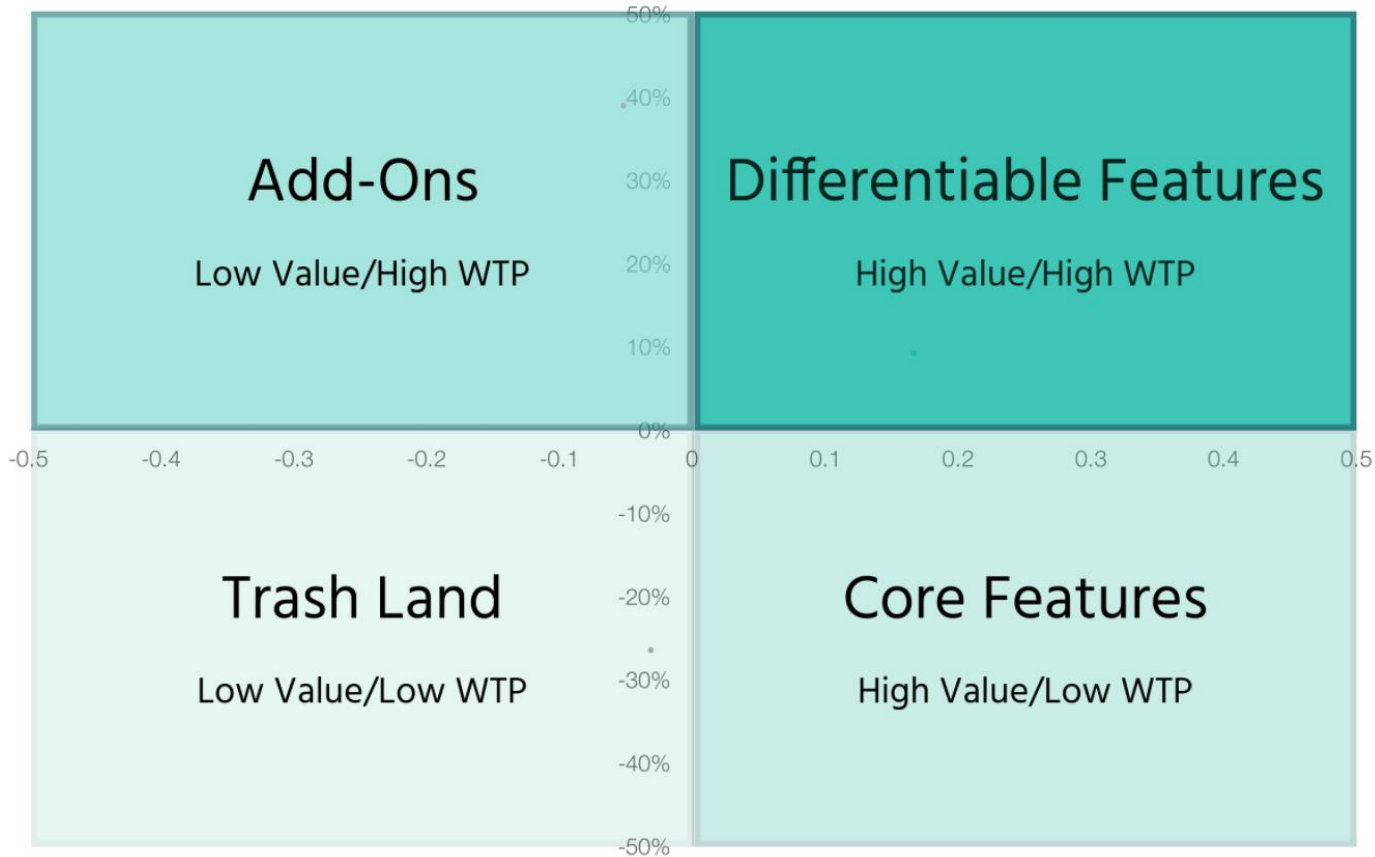


63%  
in 3 years



**65%**

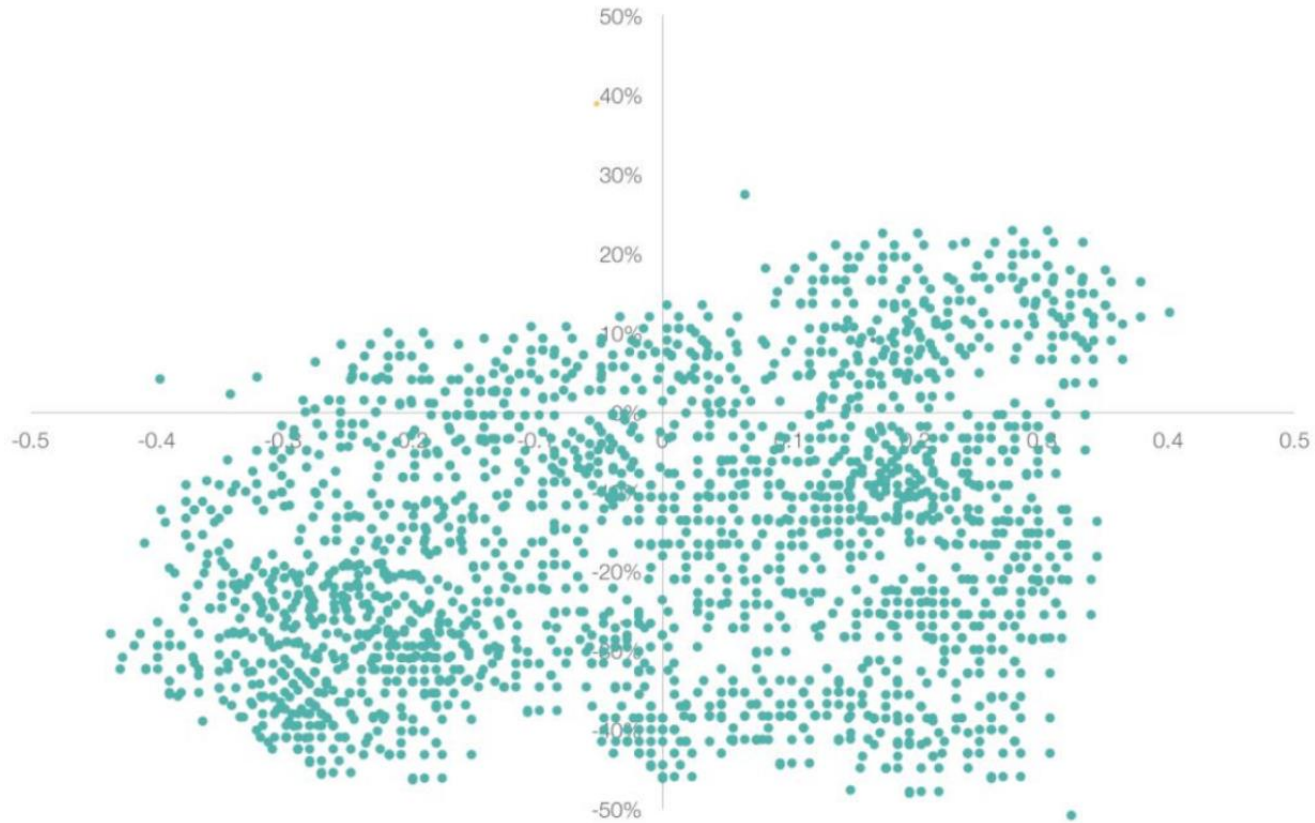
**confidence in providing a  
must-have product to  
customers**



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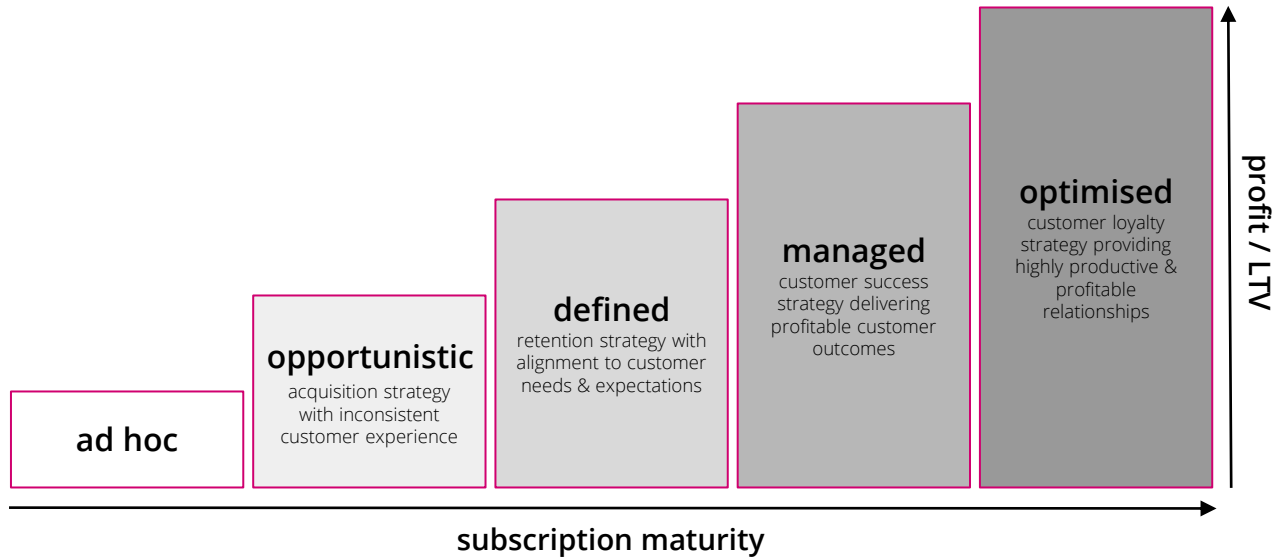


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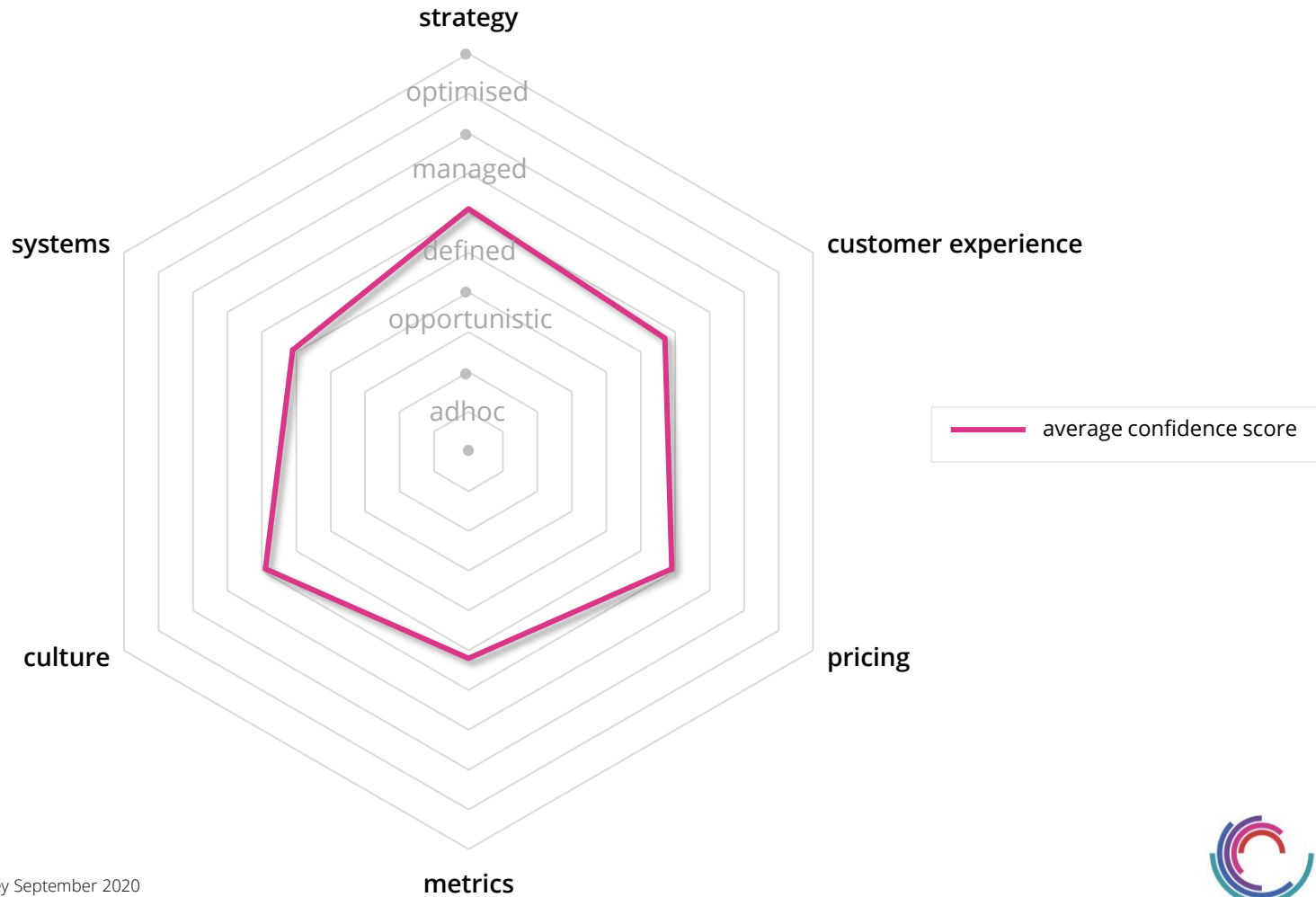
# the capabilities: developing leaders

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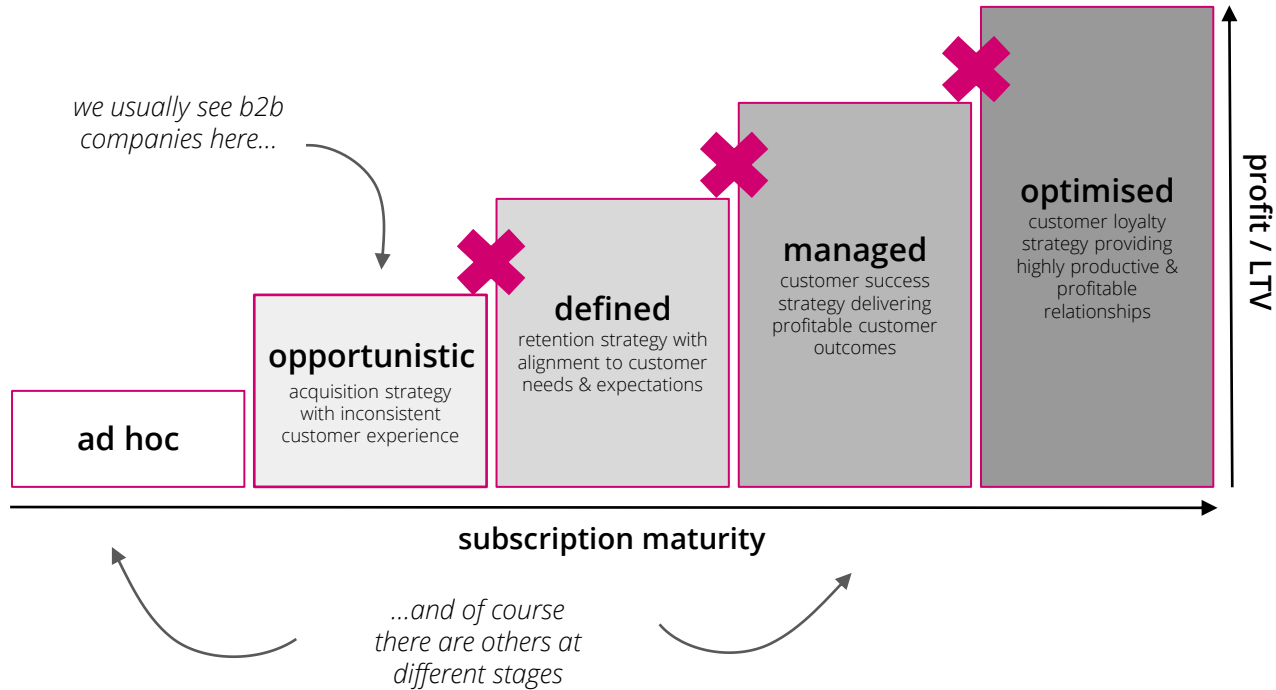


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✘ The transitions from one stage to the next are the hardest but most rewarding



**leadership**  
who is your  
chief subscription officer?

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# our journey

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