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# Using decay curve analysis to compare product performance

Project period: H2 2025

**FILDI**

# Client snapshot

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**Industry:** CBD Wellness Beverages

**Market:** UK D2C Subscription Business

**Stage:** Growth phase

**Size:** 8-figure ARR

**Project:** Q4 2025

# Challenge

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The client had launched a new Bundle product line a year earlier, but only allocated 10% of checkout traffic to test the concept. Early commercial signals appeared promising, but the client lacked definitive evidence on whether the new product line genuinely improved subscriber retention or simply cannibalised existing sales.

Whilst limited data volume available, the business faced a critical strategic decision: should they confidently scale their new product line or was the apparent performance difference merely statistical noise from small sample sizes?

The question was whether a years' worth of data and provided sufficient signal to validate product innovation strategy and justify significant changes to checkout hierarchy and portfolio investment.

# Approach

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FILDI conducted comparative decay curve analysis to compare the performance difference between Bundle and Legacy product lines. This methodology tracks subscriber cohorts from their acquisition date through subsequent renewal cycles, revealing how different product structures impact retention over time.

The analysis examined:

- Bundle vs Legacy retention curve comparison across all subscriber tenure points
- Product variant performance within each line (product type & flavour)
- Month on month churn comparison to identify where advantage emerged and whether it sustained
- Statistical confidence assessment given the tenfold volume difference between product lines

The critical analytical question was whether the retention signal demonstrated sufficient consistency across all measured cohorts to overcome the small sample size limitation and provide confident strategic direction.

## New product set performed better

Bundle SKUs consistently outperformed Legacy SKU across the entire subscriber lifecycle.

This consistency offered confidence despite limited sample size, proving Bundles genuinely improved subscriber engagement.

## Bundle composition dictates performance

Those Bundling Drinks products only outperformed those taking a mix of Bundle (eg, Drinks, Gummies etc) and any Legacy SKU Legacy Drink,

This showed that not all Bundle products retain well; what's inside the Bundle matters as much as the Bundle structure itself.

## Checkout flow restricted Bundles opportunity

Legacy SKUs underperformed Bundle equivalents across all variants, yet still represented 90% of volume.

Increasing Bundle prominence even modestly could significantly improve overall retention by shifting new subscribers towards better performing products.

Small data volumes can still provide confident direction, even when retention signals are consistent across all cohorts.

# Recommendations

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FILDI recommended introducing ARPU-balanced checkout targets that optimise for both conversion and retention quality:

1

**Increase Bundle checkout flow allocation to 20% and make the Bundle Drink SKU the default option, to improve overall base retention**

2

**Monitor Bundle retention every month as volume grows, use decay curves to evaluate future products, and track portfolio quality alongside revenue.**

3

**Require new products to show consistent retention improvements over 10 months before scaling, preventing investment in unproven innovations.**

# Expected impact

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The model predicted significant improvements in subscription quality and long-term value:

**Better retention as Bundle replaces Legacy products**

**Higher lifetime value from Bundle subscribers**

**Marketing spend directed towards proven performers**

**Future products validated through retention data**

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Product innovation success is measured by retention curves, not checkout conversion.

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# Who are FILDI ?

**FILDI**

# What FILDI is, and why it exists

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**FILDI** is a consultancy drawing on 15+ years of hands-on experience in subscriptions and memberships, across marketing, product, strategy and operations with leading DTC brands like Sky, BT, News Corp, NFL and Future.

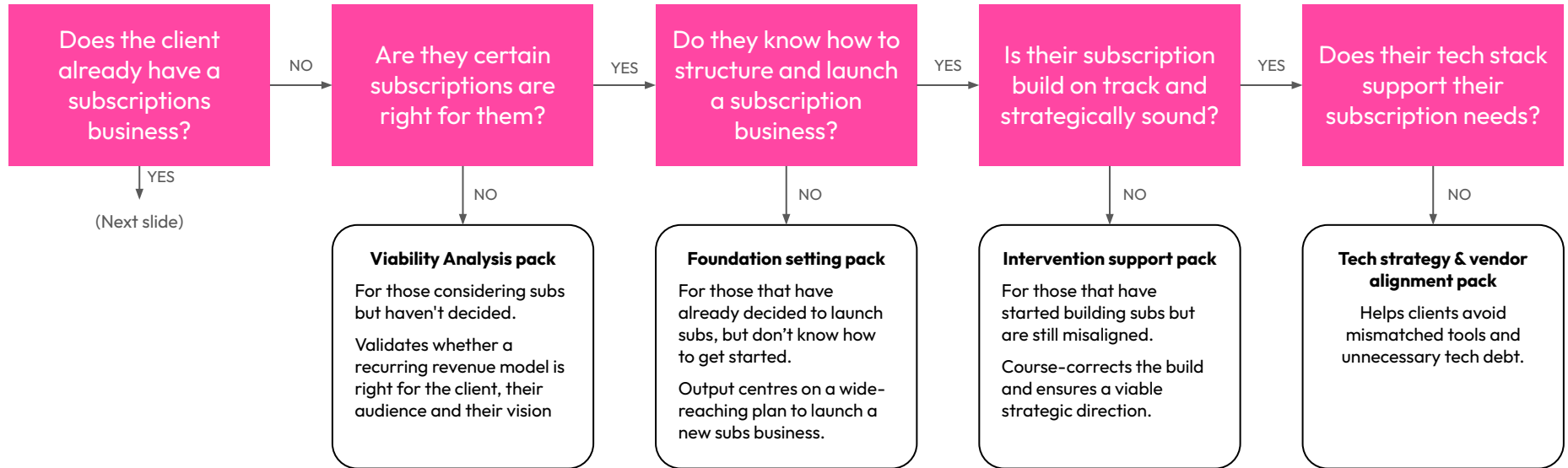
**FILDI** exists to help DTC scale-ups accelerate their subscriptions business by applying proven strategies and hard-won lessons from leading brands, helping to avoid common pitfalls and translate industry best practices into faster growth.

Building and scaling a subscriptions revenue business isn't easy, so **FILDI** simply exists to make it easier.

# Packaging up our Subscriptions Expertise (1)

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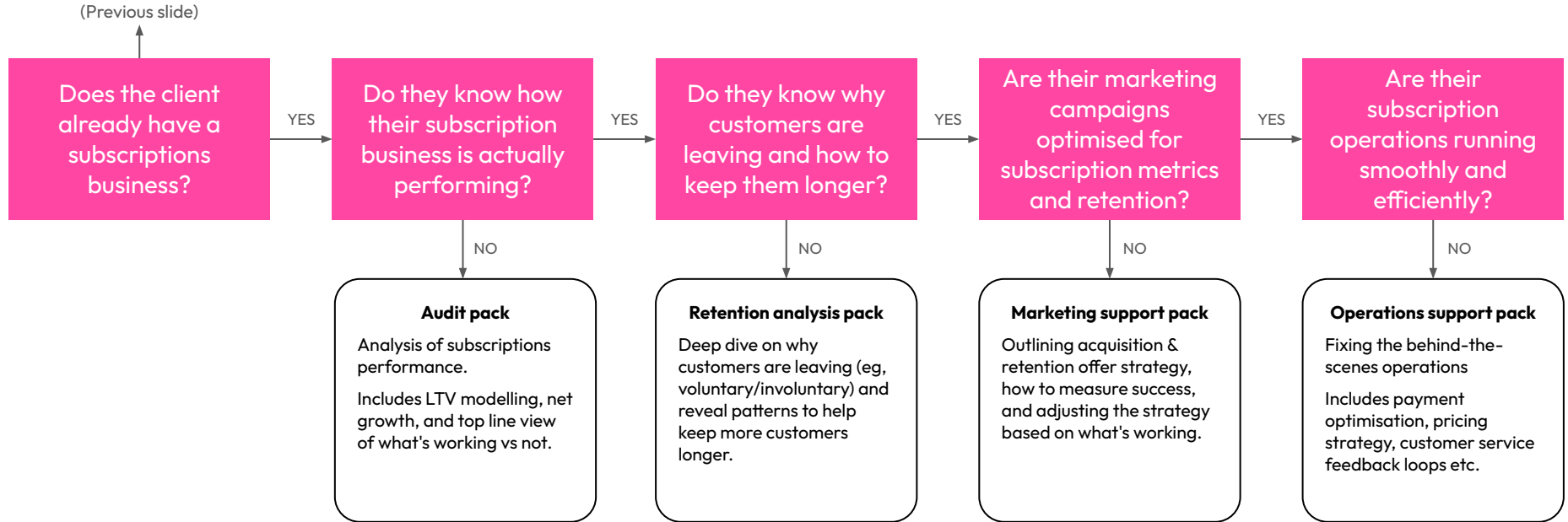
FILDI offers subscription modules for every stage - from launch planning to performance optimisation.



# Packaging up our Subscriptions Expertise (2)

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**FILDI** offers subscription modules for every stage - from launch planning to performance optimisation.



# Why FILDI?

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- ✓ **Real experience at scale:** 15+ years implementing these models at leading brands, not just theory
- ✓ **Avoid costly mistakes:** We've seen what doesn't work, so you don't have to learn the hard way
- ✓ **Proven frameworks:** Apply strategies that have generated millions in recurring revenue
- ✓ **Focus on your business:** Tailored solutions only. We don't do one-size-fits-all approaches

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Thanks

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