

Driving subscription revenue with Skio + Postscript

BFCM 60-Day Playbook

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Subscription 🤝 SMS

Subscriptions thrive when they're easy for customers to manage and exciting to engage with. The new Skio + Postscript integration brings that to life by letting shoppers trigger subscription changes directly via SMS keywords.

That means no clunky log-ins, no forgotten portals—just a quick text reply like “skip” or “upgrade” that keeps customers happy and coming back.

This guide lays out how to put it into practice. Let's get into it.

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Start with simplicity

Map the core actions

Think about the top friction points in your subscription program. Chances are they're things like:

- "I don't need this month's order."
- "I want a bigger size."
- "I'd like to try a new flavor."

Use SMS keywords to solve those instantly. For example:

- "SKIP" → skip their next shipment.
- "UPGRADE" → move to a larger plan or higher-tier product.
- "SWAP" → try something new without canceling.

By covering these everyday scenarios, you eliminate the #1 cause of churn: frustration.

This works in both campaigns (marketing SMS) as well as automations (flow-based and transactional). And for flows like billing reminder notification, it could be transactional OR marketing (if the user is opted in)

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Make SMS Part of the Customer Journey

Bake keywords into your SMS campaigns

Some easy wins:

- **Post-purchase flows:** After checkout, send a text like *“Want to try a bigger size next month? Reply UPGRADE.”*
- **Pre-renewal reminders:** A few days before renewal, remind them they can *SKIP* or *SWAP* with one word.
- **Reactivation nudges:** If someone cancels, offer an easy way back: *“Reply START to restart your subscription.”*

These moments turn SMS from a marketing tool into a true customer support channel.

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Keep Keywords Clear

And stay on-brand

Customers shouldn't have to guess the magic word. Keep them short, obvious, and easy to type. Bonus points if you can make them fun but intuitive.

Examples:

- "SKIP" or "PAUSE" (not "HOLD")
- "SWAP" or "TRADE" (not "ALT")
- "GIFT" (simple, memorable, actionable)

Consistency matters—if a customer learns "SKIP" once, it should always work.

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Use SMS to Drive Revenue

Not just retention

Subscription SMS isn't only about stopping churn—it can be a revenue engine.

Some playbooks:

- Upsell prompts: Send an upgrade offer before renewal: “Want 20% more coffee in your next box? Reply UPGRADE.”
- Cross-sell flows: Introduce add-ons: “Craving snacks with your tea? Reply SNACK to add them to your next shipment.”
- Limited-time drops: Reward subscribers with exclusive offers via a single keyword.

These not only keep people subscribed but grow average order value (AOV). You can use multiple words to trigger different outcomes, eg. reply with “RASPBERRY” or “GRAPE” to add this flavor to your upcoming order.

There are no limits - get creative!

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Track, Learn, Iterate

Like any channel, SMS subscription flows need iteration

Use Postscript reporting + Skio subscription data to answer questions like:

- Which keywords are most used?
- Do “skip” flows reduce churn?
- Which upgrade/cross-sell campaigns actually drive revenue?

Treat this as an experiment loop: launch → learn → refine.

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Have Fun With It

SMS is personal

Write replies in a tone that feels like a friend, not a call center.

Even system responses should sound warm:

✅ “Got it! We’ve skipped your next shipment—you’ll get your usual box after that. Thanks for staying with us!”

This balance of automation + humanity is what keeps subscribers engaged.

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Wrapping It Up

The Skio + Postscript integration makes subscription management as easy as sending a text. For merchants, it's a win-win:

- Lower churn through frictionless controls.
- Higher lifetime value with upsell flows.
- Stronger customer loyalty built through trust and ease.

This BFCM, the best subscription brands will treat SMS not just as a marketing megaphone, but as a two-way conversation—one where customers feel empowered, understood, and excited to stay subscribed.

To get started on Skio, check out skio.com and mention this BFCM guide to lock-in a savings of \$100/month forever.

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