



# **A New Membership Model, 7M Strong**

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# Agenda

- Why Membership?
- What Are the Results So Far?
- What's Next?

# **Why Membership?**

# Why Membership?

- Advance our mission
- Remain relevant
- Grow revenue

# CR Membership Tiers & Pricing

## **Basic - FREE (Email Address)**

Car Recall Tracker, TV Screen Optimizer, You Test, Share Your Story, New Car Savings

# CR Membership Tiers & Pricing

**Digital – \$35/year or  
\$7.95/month**

12 months online access +  
mobile app + Basic Benefits

**Print - \$30**

12 issues of magazine +  
Annual Buying Guide + Basic  
Benefits

**Basic - FREE (Email Address)**

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# CR Membership Tiers & Pricing

## **All Access - \$55**

Print + Digital + Ask CR + Basic Benefits

## **Digital – \$35/year or \$7.95/month**

12 months online access +  
mobile app + Basic Benefits

## **Print - \$30**

12 issues of magazine +  
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## Get trusted, real-time advice straight from a CR specialist.

Making a purchase for your home or buying a new appliance? Chat online with a CR specialist so that you can choose with confidence. Our CR specialists use our unbiased ratings and reviews to help you compare models, weigh features and price, and narrow down your options.

**Ask CR** can help with your questions on products such as:

- Generators
- Dehumidifiers
- Water Filters
- Washers
- Dryers
- Televisions
- Refrigerators
- Dishwashers
- Vacuum Cleaners
- Lawn Mowers and Tractors
- Air Conditioners
- Ranges
- Gas Grills
- Flooring
- Microwaves

Whether you're deciding where to start, or down to your final choices, **Ask CR** is here to help





**What Are the Results so Far?**

# It's a Triple!



## People are coming through the door

- 59K basic members who represent opportunity for upgrade
- Order velocity for paid members is up 2% YoY



## Revenue is growing

- 10%+ choose premium priced, "All-access" tier
- Digital revenue trending up YoY, and up 25% for August



## We are driving deep engagement

- 400K + interactions with new benefits
- Ask CR satisfaction is 90%

# Ask CR

Get one-on-one, trusted advice  
straight from a CR specialist



## Total chats

**20,298**

## Top products

- Mattresses
- Refrigerators
- Washing Machines

# Car Recall Tracker

Find out if your car has a recall  
and what to do next.



**Total cars tracked**

**156,130**

**Top brand**

Toyota

**Top model**

Audi A3

# TV Screen Optimizer

Get the perfect picture on your TV.



**Total searches**

**86,103**

**Top brands**

- Samsung
- LG
- Sony

# New Car Savings

Members can get bonus savings on new cars.



**Total clicks thru to Build & Buy**

**40,916**

# Share Your Story

Real members. Real stories.  
Inspiring real change.



**Total stories shared**

**2,663**

**Top story**

What the Fee??!!

# You Test

Testing is at the heart of CR. *You Test* is your chance to get involved.



**Total tests taken**

**73,409**

**Favorite test**

What the Fee??!!



**What's Next?**

# Next up

- New tiers and add-ons
- New benefits
- Enhanced personalization
- More payment options



**Q & A**