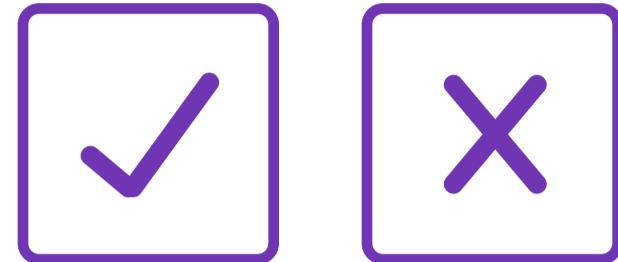




bold subscriptions

BOLD / RECHARGE COMPARED

AUGUST 2018



FEATURE COMPARISON

One of the main reasons people migrate from ReCharge to Bold is because our app is a lot more feature-rich **right out of the box**. We also have a huge partner network, which in the past 6 months alone, onboarded 30 new Bold Certified Partners.

Between our in-house service team and our partner network, Bold Subscriptions can be customized & integrated in just about any way you can imagine.

At the same time, we believe that software should be powerful out of the box, and the majority of features and functionality should not require a development team to implement.

On the next few slides are just a few main differences between Bold Subscriptions and ReCharge. You'll notice that differences between the apps are quite substantial.



Branding & White Label

100% white-labelled with no "Bold" branding on widgets or the checkout. It's your store, not our billboard. 'Powered by Bold' can easily be removed in the MS page with CSS.

ReCharge has their branding everywhere. On the product widget, the checkout page, 500 error page, etc.

Duplicated Products

Bold does NOT duplicate any products or variants for any type of subscriptions.

ReCharge creates duplicate hidden products solely for subscriptions. This causes a variety of issues with 3PL and OMS integrations. We've had numerous stores migrate to Bold because our app doesn't duplicate anything.

Smart Subscriptions

Yes, on Enterprise (Plus) plan

Not available on any plan

Dynamic Discounts

Yes, on all plans

Not available on any plan

Convertible Subscriptions

Yes, on all plans

Not available on any plan

Email Upsells

Yes, on Enterprise (Plus) plan

Not available on any plan

Build-a-Box

Yes, on all plans

Not available on any plan



Subscription Buy Button	Yes	Not available
Add a subscriptions buy button or link anywhere. Emails, social medial, other website etc.		
Payment Gateways	18 Gateways + more via Spreedly	4 Gateways
Upsell After Checkout	Available with a Bold integration	Only through 3rd party, such as CartHook
Uninstall Process	Simply click uninstall, just like all Bold apps.	Need to contact ReCharge for instructions
Support	Email, Chat and Phone for everyone Mon - Wed: 8am - 9pm Thur: 7am - 6pm Fri: 8am - 3pm Sat: 9 - 5pm	Email only (phone support only for enterprise) Mon-Fri: 7am - 5pm
Subscription Models	Physical products, memberships, dynamic pricing, dynamic products, product subscriptions & "Cart" subscriptions"	Physical product, product subscriptions only. For all other subscription models they direct users to Paywhirl directly in the app.



Inventory Forecasting	Display inventory needed to fill upcoming subscriptions (7, 30, 90, 180 days). Also available are CSV export reports for "Upcoming Orders" & "Upcoming Products".	Not supported
Shipping Change Rate no longer exists	First the app applies the cheapest rate, if no cheaper rate available, the closest rate.	Causes an error
Product Change SKU gets deleted	Automatically notifies merchant and provides a product mapping tool to select a new product to replace the one no longer available.	Not supported
Bulk Price Change	Tools to globally update the price of a product on all subscriptions to a fixed price, or a % or \$ change based of the existing price.	Not supported
Email Notifications	Flexibility on dates, for example email merchants X days before subscription.	Fixed emails sent 3 days before, unable to change.
Custom Development	In house team AND extensive partner network.	Partner network only
Transaction Fees	Scales automatically based off monthly revenue.	Manually negotiated with Recharge.



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