

Some churn isn't a customer decision.



You own retention and lifetime value — but a failed payment can cost you a subscriber who never intended to leave. Recurly Recover applies network-informed retry intelligence to your existing billing stack, helping turn more failed renewals back into active subscriptions without another retention campaign or an in-house retry build.

WHY IT MATTERS TO YOU

Start with network intelligence

Apply retry patterns informed by billions of transaction data points from the beginning.

Prove incremental lift

See an average 10–20% more recoveries compared with existing retry performance.

Recover more at-risk subscribers

Help prevent failed renewal payments from becoming involuntary churn.

Connect recovery to growth

Measure how recovered payments contribute to retention, revenue, and lifetime value.



Recovery in action

A monthly clothing rental service maintains an involuntary churn rate of just **0.44%** — approximately 80% lower than its industry average. A major U.S. movie theater chain reports a rate of **1.07%** — more than 50% lower than its industry average. Both companies identify intelligent retry logic as a key contributor to that performance.



Look at churn differently

How much of your churn begins with a payment failure rather than a cancellation? Recover helps turn more failed renewals back into active subscribers — without another retention campaign or an internal retry-optimization project.

Request your recovery analysis

[Learn more ↗](#)