Subscription Products

Marketplace Types · https://multivendorx.com/docs/knowledgebase/subscription-product/

Brief Introduction

Give customers the flexibility to purchase products through recurring subscriptions with weekly, monthly, or annual payment options. The Subscription Products module in MultiVendorX Pro allows sellers to create and manage subscription-based products with flexible billing intervals. Customers can subscribe to their preferred products, while sellers can generate recurring revenue and keep track of their subscription orders and payments directly from their dashboards.

Requirements

1. MultiVendorX Pro
2. Woocommerce Subscriptions

Enable Subscription Products

Install and activate WooCommerce Subscriptions. Once installed, you'll be able to access both Simple Subscription and Variable Subscription product types on the product pages.

Alternatively, you can install and activate MultiVendorX Pro to use the MultiVendorX Subscription product types.

By activating the Subscription module, you can allow sellers to create subscription plans for their products. To enable this module:

- Go to **MultiVendorX** from your admin dashboard.
- Select **Settings** from the menu and navigate to the **Modules** section.
- On the Modules page, scroll down to the **Marketplace Types** section and enable the **Subscription Type** option.

Once enabled, sellers can create subscription products for their stores.

Configuration of WooCommerce Subscriptions

Once the installation and activation are complete, navigate to the WooCommerce settings page to configure the subscription settings.

1. General Settings

Go to the **Subscriptions** tab and configure the following options:

- **Add to Cart Button Text** – Subscription products display a “Subscribe Now” button instead of the default “Add to Cart” button. You can customize the button text here.
- **Place Order Button Text** – On the checkout page, the button displays “Sign Up Now” instead of “Place Order”. You can customize the text in this field.
- **Roles** – Choose the default roles to assign to active and inactive subscribers. A user account must be created for subscribers for record-keeping purposes. Users with the Administrator role will never be assigned these roles to prevent administrators from being locked out.
  - **Subscriber Default Role** – Choose the default subscriber role from the dropdown menu. When a subscription is activated, either manually or automatically after a purchase, the user will be assigned this role.
  - **Inactive Subscriber Role** – If a subscriber’s subscription is manually cancelled or expires, they will be assigned this role. You can select the appropriate role from the dropdown list.

2. Renewals

You can configure the following renewal options:

- **Manual Renewal Payments** – Enable this option to put customers’ subscriptions on hold until they log in and renew them. Enabling this option also displays the **Turn Off Automatic Payments** setting.
- **Turn Off Automatic Payments** – Enable this option if you do not want subscription renewal payments to be charged automatically.

- **Auto Renewal Toggle** – Enable this option to allow customers to turn automatic renewals on or off from the View Subscriptions page.
- **Early Renewal** – Enable this option to allow customers to renew their subscriptions before the scheduled renewal date. Enabling this option also displays the **Accept Early Renewal Payment via a Modal** setting.
- **Accept Early Renewal Payment via Modal** – Enable this option to allow customers to make an early renewal payment from the View Subscription page under My Account.

3. Switching

You can allow subscribers to switch between different subscription plans, including upgrading and downgrading.

- **Allow Switching** – Choose the appropriate option to configure subscription switching:
  - **Between Subscription Variations** – Enable this option to allow customers to upgrade or downgrade between variations of a variable subscription.
  - **Between Grouped Subscriptions** – Enable this option to allow customers to upgrade or downgrade between grouped subscriptions.
  - **Prorate Recurring Payment** – Enable this option to prorate the recurring payment when customers switch their subscription plans.
  - **Prorate Sign-up Fee** – When switching to a subscription with a sign-up fee, this option allows customers to pay only the difference between the existing subscription's sign-up fee and the new subscription's sign-up fee, if applicable.
- **Prorate Subscription Length** – When switching to a subscription with a defined length, this option takes into account the payments already completed by the customer when calculating how many payments remain for the new subscription.
- **Switch Button Text** – Customize the text displayed on the button next to a subscription on the subscriber's account page. The default text is “Switch Subscription”, but you can change it to something like “Upgrade” or “Change Subscription”.

4. Synchronisation

This setting allows you to align subscription renewals to a specific day of the week, month, or year. For example, you can synchronize renewals to the first day of every month.

- **Synchronise Renewals** – Enable this option to align subscription renewal dates.

5. Miscellaneous

Configure the following additional options:

- **Customer Suspensions** – Configure whether customers can suspend their subscriptions.
- **Mixed Checkout** – Allow customers to purchase a subscription product along with other products and subscriptions in the same transaction.
- **$0 Initial Checkout** – Allow customers to purchase a subscription product with a zero initial payment without providing a payment method. Customers will need to provide a payment method at the end of the initial period to keep the subscription active.
- **Drop Downloadable Content** – Enable this option to grant access to new downloadable files added to a product only after the next renewal is processed.By default, customers with an active subscription receive access to newly added downloadable files immediately.
- **Retry Failed Payments** – Enable this option to attempt to recover recurring payments that fail because of temporarily declined payment methods.

WooCommerce Subscriptions supports two product types: **Simple Subscriptions** and **Variable Subscriptions**.

Add a Subscription Product

To add a subscription product, sellers need to follow these steps:

- Navigate to **Product Manager** from the store dashboard menu and select **Add Product**. Alternatively, sellers can directly click the **Add Product** link available in the top menu.
- If the CPG option is enabled, sellers must select a product category before proceeding.
- Once the category is selected, sellers can enter the product details by following this article.
- After adding the relevant details, sellers can select the product type:

- **Simple Subscription** – For products with a single subscription plan.
- **Variable Subscription** – For products with multiple subscription plans or tiers.

General Tab for Simple Subscriptions

Once sellers select **Simple Subscription** as the product type, the General tab changes into a Subscription tab. Sellers can configure this tab to create a subscription plan for their product.

The available options are explained below:

- **Subscription Price** – The recurring amount customers must pay at the end of each subscription cycle. Sellers can also set the subscription interval based on days, weeks, months, or years.
- **Expire After** – Specify the duration after which the subscription will expire.
- **Sign-up Fee** – Set an initial amount that customers must pay when subscribing to the product or service.
- **Free Trial** – Allow customers to try the product or service free of charge for a specified period. Once the free trial expires, customers must pay the subscription fee to continue.
- **Sale Price** – Sellers can offer subscription products at a discounted price for special occasions. Set the sale amount and the period during which the sale price will apply.

Variable Subscription

Sellers can choose the **Variable Subscription** product type to create different subscription tiers. This allows customers to select a plan that suits their needs and switch between plans, including upgrading or downgrading, if subscription switching is enabled.

Let's take a closer look at how to configure this product type.

Attribute Tab

Under the Attributes tab, sellers can define the names and options for the different subscription plans. These attributes can later be converted into variations.

To configure the attributes:

- Select **Add** next to the Custom Attributes section.
- Once the attribute fields appear, enter an attribute name, such as *Plans*, and add the available options, such as *Free, Silver,* or *Gold*, as shown in the image.
- Select the **Used for Variations** option to use these attributes for creating different subscription plans.
- The next step is to configure the variations under the Variations tab.

Variation Tab

To create different subscription plans, sellers need to configure the Variations tab.

- Select **Create Variations from All Attributes** and then click the **Go** button.
- Once the variations are created, sellers can individually configure the settings for each variation.
- Edit the relevant information as shown in the image below.
- Once all the details have been added, select **Save** to apply the changes.