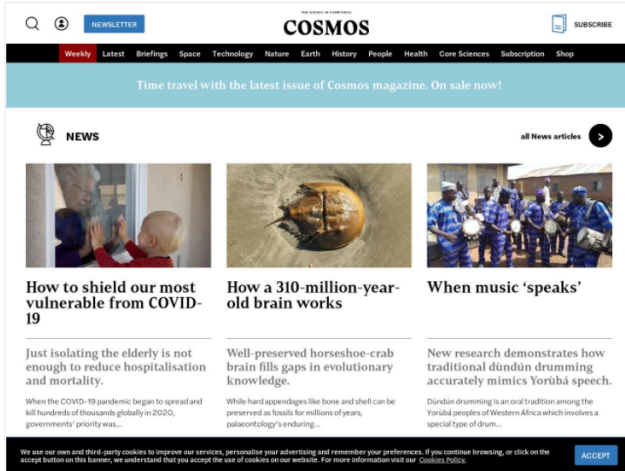




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## Cosmos Magazine



### EXTENSIONS USED

- [Follow-Ups](#)
- [Mailchimp for WooCommerce](#)
- [Metorik](#)

### CATEGORY

[Education](#)

### STORE TYPE

[Subscription](#)

### COUNTRY

[Australia](#)

### VISIT WEBSITE

<https://cosmosmagazine.com/>

**Cosmos Magazine** is a quarterly science magazine with a mission to inspire curiosity and make the science world available globally.

The publisher provides the latest and greatest scientific research and commentary via print editions delivered to customers' doorsteps, digital versions complete with back issues, and online content curated from the editorial staff.

Regardless of the content delivery method, the award-winning Australian science magazine prides itself on being an unbiased source of critical information and stories that unearth, explore, and explain how science impacts everyday lives.

*An unbiased source of critical information and stories that unearth, explore, and explain how science impacts everyday lives.*

The **Cosmos Magazine** website is arguably the best WooCommerce science magazine example of utilizing extensions to continually interact with audiences to maximize engagement, subscriptions, and renewals.

To nurture customers and influence purchases, including subscriptions for schools and students, Cosmos Magazine relies on **Follow-Ups** to personalize emails via comprehensive drip campaigns, Twitter reminders, and dozens of additional features.

WooCommerce provides the engine to drive eGift Cards purchases for digital and print editions, exclusive merchandise including journals and diaries, and even the ability to donate to the magazine's philanthropic arm, The Royal Institution of Australia.

The print and online magazine also **connects to Mailchimp** to further engage and build relationships with prospects. The extension increases customer loyalty and subscription renewals to boost revenue.

Additionally, this stunning WooCommerce membership site example takes advantage of **Gifting for WooCommerce Subscriptions**. Akin to the old-school days of purchasing subscriptions for friends and family members from door-to-door salespeople, the extension makes the dream of residual revenue a reality by enabling subscription gifting inside **Cosmos Magazine's shop**.

Speaking of the shop, WooCommerce provides the engine to drive **eGift Card** purchases for digital and print editions, exclusive merchandise including journals and diaries, and the ability to donate to the magazine's philanthropic arm, The Royal Institution of Australia.

With the power of WooCommerce driving subscriptions and renewals, Cosmos Magazine can shoot for the stars, aim for the moon, and connect with each target dead-on.