ablefy

Setting up CCD2-compliant offers

Concrete use cases and how to implement them in ablefy

Not legal advice · As of 21 Oct 2026

What to expect

1. Down payment: pre-sale with a later start date
2. Membership: ongoing access, ongoing payment
3. Time-limited program
4. Combo: program plus follow-on access

USE CASE 1 · DOWN PAYMENT

For offers with a later start date

Good fit for

- Pre-sale of a newly launched product
- Event on a fixed date
- Coaching program sold in cycles

Less suitable for

Evergreen products sold continuously without a fixed start. Legally possible, but weak from a sales-psychology view.

Customers pay in installments **before** delivery begins. That is a down payment, not credit.

USE CASE 1 · SETUP

How to set up the down payment

Digital product

Set the performance period, define the down-payment installments

Online course

No separate payment plan. Grant access once the down payment is complete, manually or via Zapier

e-ticket

Set the event date, it defines the performance period

Payment plan in all cases

Fixed-term subscription, set the number of installments, optionally set the plan's availability window.

Easy to automate: plans with too many installments are deactivated from a cut-off date.

USE CASE 2 · MEMBERSHIP

Ongoing access, ongoing payment

- Access on a monthly basis, customers pay as long as they need access
- Examples: self-study online course, ongoing coaching, community access
- optionally combine with a minimum term

Implementation in ablefy

Digital product or online course with unlimited access · Subscription.

USE CASE 3 · TIME-LIMITED PROGRAM

4-month program

Implementation in ablefy

Digital product or online course, access for 4 months · Payment plan: fixed-term subscription, 4 payments.

- live sessions and/or on-demand content
- optionally with monthly content release
- no payment, no access
- after 4 months access ends (for a course)

USE CASE 4 · COMBO

4 months coaching + 8 months access

Implementation in ablefy

Online course · Payment plan: fixed-term subscription, 12 monthly payments.

- After one year, access ends.
- Those who stop paying lose it sooner.
- You can make the first "active" months more expensive, so you get your money faster.

TAKEAWAY

Payment after delivery counts as credit.

Next steps

- Review existing offers that include installments or subscriptions
- Redefine your offers where needed
- Ulrike's tip: document why you set up your offer the way you did