Revenue Per Subscriber

REVENUE PER SUBSCRIBER SCORECARD

A Self-Audit for Trading Education Companies & Financial Newsletter Publishers

	YOUR SCORE (1–5 FOR EACH STATEMENT)					SECTION TOTAL
	1	2	3	4	5	
1 FREE-TO-PAID CONVERSION	___	___	___	___	___	___/25
2 WELCOME SEQUENCE QUALITY	___	___	___	___	___	___/25
3 PROMOTIONAL CALENDAR	___	___	___	___	___	___/25
4 OFFER SEQUENCING	___	___	___	___	___	___/25
5 RENEWAL SYSTEMS	___	___	___	___	___	___/25
6 POST-PURCHASE ASCENSION	___	___	___	___	___	___/25
7 EDUCATIONAL PRE-SELL	___	___	___	___	___	___/25
8 SEGMENTATION & CAMPAIGN ASSIGNMENT	___	___	___	___	___	___/25
9 PROOF & TEASER LOGIC	___	___	___	___	___	___/25
10 REACTIVATION & LIST RECOVERY	___	___	___	___	___	___/25

TOTAL SCORE

Add all 10 section totals.

___/250

SCORING KEY

Score each statement from 1 to 5.

1. Not true / mostly absent
2. Weak / inconsistent
3. Partially in place
4. Strong
5. Very strong / fully intentional

SCORE INTERPRETATION

200–250

STRONG SUBSCRIBER MONETIZATION INFRASTRUCTURE

You likely have real systems in place. Your biggest gains may now come from optimization, tighter targeting, better timing, and stronger campaign execution.

150–199

SOLID FOUNDATION, LEAKY EXECUTION

There is meaningful structure here, but revenue is likely leaking through inconsistency, weak sequencing, or underused subscriber intelligence.

100–149

UNDER-MONETIZED SUBSCRIBER BASE

You likely have more revenue opportunity in the current audience than you are capturing. Several systems may exist in partial form, but they are not working together.

BELOW 100

REVENUE IS LEAKING IN MULTIPLE PLACES

This usually points to a monetization architecture problem, not just a traffic problem. There is probably substantial upside hiding in better campaigns, better sequencing, and stronger lifecycle systems.