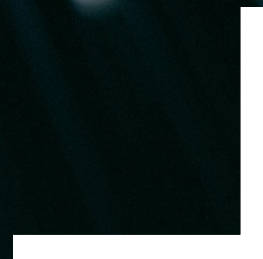
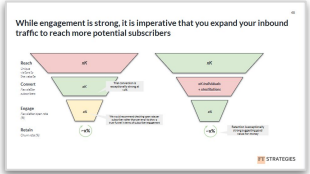
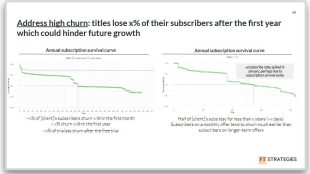
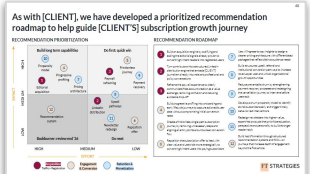


Subscriptions Audit Sprint

Project Overview



Project Overview: Subscriptions Audit

Weekly Plan	Focus	Output	Example Deliverables
<p>Week 0 Mobilise</p>	<p>Align on scope and coordinate inputs, including data requests (funnel, subscription and engagement data) and schedule stakeholder interviews.</p>	<p>Data request issued, interviews scheduled, and project plan confirmed.</p>	
<p>Week 1 Diagnose</p>	<p>Identify the biggest performance gaps across the subscription lifecycle (acquisition → conversion → engagement → retention).</p>	<p>Baseline performance view and benchmark comparison, with a clear shortlist of the key issues impacting growth.</p>	
<p>Week 2 Prioritise</p>	<p>Translate findings into commercial opportunities and prioritise where to act across pricing, lifecycle, content and CRM.</p>	<p>Ranked opportunities (quick wins vs bigger bets) and proposed tests to improve conversion, engagement and retention.</p>	
<p>Week 3 Act</p>	<p>Convert priorities into an owner-ready action plan with clear next steps and success metrics.</p>	<p>Short and medium term action plan with KPIs, and optional guidance on implementation partners.</p>	

Our *Subscriptions Audit* is delivered in 3 weeks, to identify where revenue is being lost and what to do next



1. Context & data gathering

- Interviews to gather information on subscription strategy, performance, systems and challenges
- Establish lifecycle metrics framework
- Collect data on key metrics for analysis



2. Lifecycle mapping and funnel analysis

- Clean and align data
- Conduct funnel analysis and benchmark against best practice (e.g. traffic, registration, subscription, churn)
- Analyse drivers of conversion, churn and engagement



3. Insights and opportunities

- Identify key drop-off points and performance gaps across the lifecycle
- Identify high-impact opportunity areas
- Develop interventions to address performance gaps and opportunity areas



4. Strategic action plan

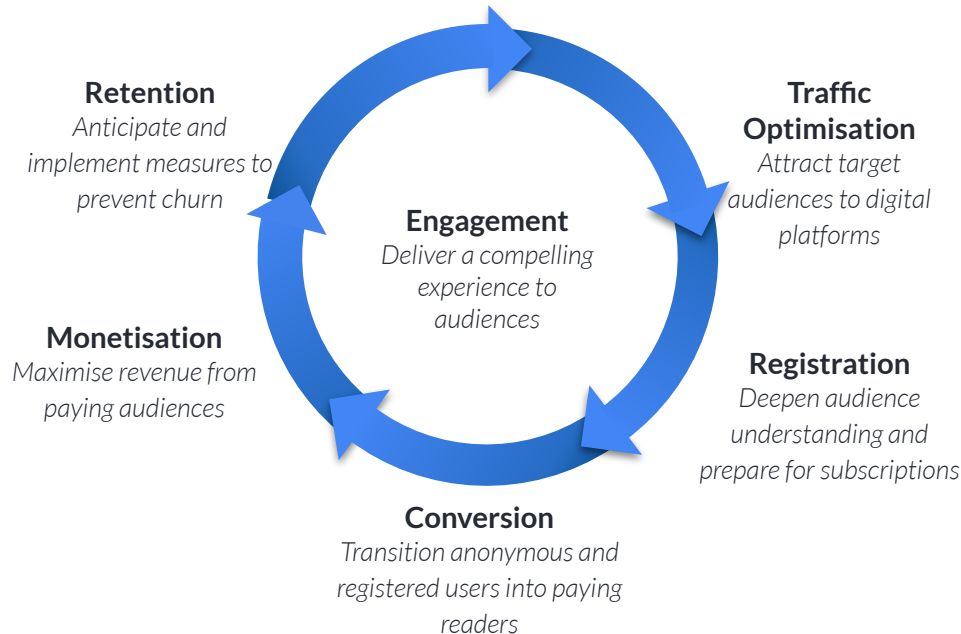
- Deliver prioritised set of opportunities (quick wins vs larger bets) across pricing, CRM and lifecycle
- Define a clear action plan with short- and medium-term improvements to drive conversion, retention and revenue

Analysis is conducted across the full subscription lifecycle, from acquisition to retention

Note: Illustrative but non-exhaustive list of steps and analysis

We have worked with over 100 media organisations to assess their subscriptions across each lifecycle stage

Performance is analysed across each lifecycle stage



Key questions addressed

Where are we losing users across the subscription lifecycle? At which stages is the biggest value leakage, and why?

How does our performance compare to best practice, and where are we underperforming vs peers?

Which opportunities should we prioritise first to drive the greatest commercial impact?

The gaps and opportunities along the subscription lifecycle are endless, we will identify the most important priorities in order to move forward

Funnel Stage	Issues and blockers	Gaps, opportunities and innovations	Levers, initiatives and interventions	Tools, systems and capabilities
Traffic Generation	<ul style="list-style-type: none"> Algorithm changes Ad fatigue Low-quality traffic High bounce rates Platform dependence 	<ul style="list-style-type: none"> New traffic sources Partnerships with aggregators AI-driven SEO Emerging social platforms 	<ul style="list-style-type: none"> Free and premium content SEO Paid advertising Partnerships & syndication Channels 	<ul style="list-style-type: none"> SEO tools Social Media Management CMS Web Analytics
Engagement	<ul style="list-style-type: none"> Low time-on-site High bounce rates Poor user experience Comment moderation challenge Ad-blocker usage 	<ul style="list-style-type: none"> AI-driven personalization New content formats First-party data collection Onboarding and engagement programmes 	<ul style="list-style-type: none"> Personalized content Interactive content Gamification Community building Commenting & discussions 	<ul style="list-style-type: none"> Recommendation engines A/B testing tools Engagement tracking Push notifications Comment systems
Registration	<ul style="list-style-type: none"> Low visibility Drop-off during registration Privacy concerns Low conversion rates Fake accounts 	<ul style="list-style-type: none"> One-click signups AI-driven registration flows Loyalty programs Membership models 	<ul style="list-style-type: none"> App Frictionless sign-up Incentives Newsletter signup / email validation Progressive profiling 	<ul style="list-style-type: none"> CRM Identity Management /Social login integration Registration platforms Newsletter platforms
Conversion	<ul style="list-style-type: none"> Subscription churn Price sensitivity Payment friction Lack of perceived value 	<ul style="list-style-type: none"> Value proposition User experience AI-driven dynamic pricing, Group subscriptions 	<ul style="list-style-type: none"> Access model Paywall optimization Bundling & discounts Trials and limited-time offers Trust-building (reviews, testimonials) 	<ul style="list-style-type: none"> Paywall systems Dynamic pricing tools Checkout optimization Data-driven recommendations
Monetisation	<ul style="list-style-type: none"> Over-reliance on ads Subscriber churn Changing market trends 	<ul style="list-style-type: none"> Alternative revenue streams Community-driven monetization B2B licensing of content 	<ul style="list-style-type: none"> Subscription tiers Upselling & cross-selling Ad revenue optimization 	<ul style="list-style-type: none"> Subscription management Affiliate marketing E-commerce integration Data monetization

Note: The above are illustrative areas of focus and will be uncovered during the project. In **bold** are some of the most recurring themes.

A snapshot of the funnel performance comparing current and target KPIs is essential before addressing any trade-offs and levers

Bounce rate

% of sessions with a single 'pageview', a sign of disengagement

Meter stop rate

% of users that hit the paywall, a reflection of access model/sampling

Traffic recognition rate

% logged-in navigation, a sign of relationship with audience

Check-out start rate

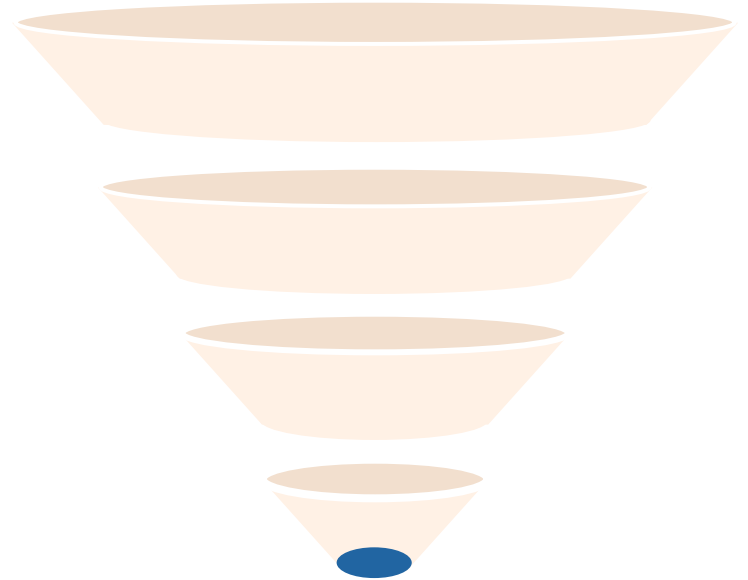
% of paywall hits that generates a check-out start, CTA effectiveness

Conversion rate

% of paywall hits that convert into a subscription

Churn rate

% of cancellations out of renewals due



Note: The above are illustrative performance and benchmarks stats.

The project will unlock value for your business and audience



Convert more audience

- Improve traffic quality and targeting of high-value users
- Reduce friction across registration and conversion journeys
- Optimise paywall, messaging and offers to increase conversion



Retain more audience

- Address drivers of low engagement and weak habit formation
- Improve onboarding and lifecycle engagement to increase retention
- Reduce active and passive churn through targeted interventions



Grow audience value

- Optimise pricing, packaging and proposition design
- Increase lifetime value through better segmentation and targeting
- Identify opportunities to upsell, cross-sell or deepen engagement

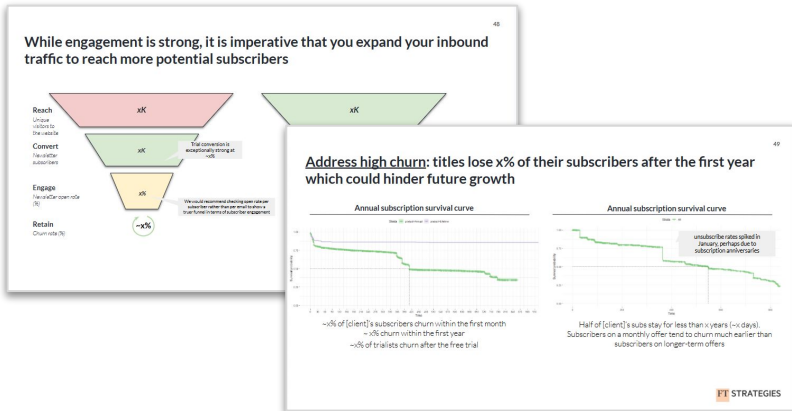


Focus investment

- Focus on the initiatives that deliver the greatest commercial impact
- Balance quick wins with longer-term strategic bets
- Define an action plan to improve conversion, retention and revenue

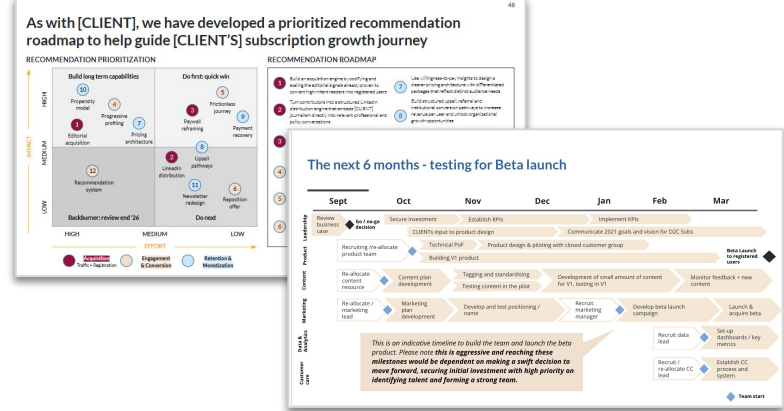
Clear outputs. Actionable recommendations. Immediate impact.

Benchmarking and Insights



A report with funnel analysis and benchmarking insights on subscription lifecycle performance (acquisition → conversion → engagement → retention).

Recommendations and Action Plan



Recommendations and prioritised action plan of interventions across editorial, customer, product and commercial teams to maximise conversion, retention and revenue.

FT STRATEGIES

Partner with FT Strategies to turn your subscription performance into measurable, sustainable revenue growth.

Book a Discovery call



FTStrategies.com

