

D B C O

THE FREE PLAYBOOK SERIES · NO. 1

The New Subscriber Analysis

Find out exactly where your new fans drop off, what your real conversion ratios are, and who your traffic actually is, on your own page, with the free template inside.

WHAT THIS IS

Most agencies look at one number: revenue. But revenue hides where the money is actually leaking. This analysis breaks your new subscribers into a funnel, from "subscribed" all the way to "spent over \$100", so you can see the **exact stage** where fans fall off, instead of guessing.

Run it on a batch of your recent new subs and you'll get three things most teams never measure: a **conversion funnel** (where they drop), your **real ratios** (how many replies actually turn into buyers), and an **archetype split** (what kind of fan your traffic even is). The free template does the maths for you, you just log the fans.

WHAT YOU NEED

Access to a batch of recent new-subscriber chats (start with 50), the free **DBCO New Subscriber Analysis** spreadsheet, and about 30 minutes. That's it.

HOW TO RUN IT

- 1 Pull your new subs.** Take your most recent ~50 new subscribers from a set period (e.g. one week). Open the template's "New Subs Tracker" tab.
- 2 Log one fan per row.** Paste the fan's name and chat link. For each fan, mark an **x** in the single *furthest* stage they reached: Not read, Read no reply, Replied no PPV, PPV sent, Buyer, or Spent >\$100. One mark per fan.
- 3 Read the ratios.** The Results panel auto-calculates as you go: engagement, PPV-sent ratio, buyer ratios. These are the numbers that tell you what's actually working.
- 4 Fill the Welcome Funnel tab.** Enter how many fans reached each step of your welcome sequence (WST1 to WST15). Big drop-off flags appear automatically, that's where your sequence is bleeding.
- 5 Fill the Archetypes tab.** Classify each fan by type and count them. Now you know who your traffic is, and whether your sequence even fits them.

READING THE NUMBERS: WORKED EXAMPLE

Here's what a filled-in batch looks like. (Example figures, yours will differ.)

FAN	NOT READ	READ, NO REPLY	REPLIED, NO PPV	PPV SENT	BUYER	>\$100
Marcus					x	
user_8842	x					

FAN	NOT READ	READ, NO REPLY	REPLIED, NO PPV	PPV SENT	BUYER	>\$100
Dane			x			
Theo						x
user_2291	x					
...50 fans total	one mark each, furthest stage reached					

What the Results panel shows

Total fans logged	50
Replied (engaged at all)	25
Engagement ratio half your new subs never said a word back	50%
PPV sent	14
PPV-sent ratio (of repliers) of those who engaged, only half got an offer	56%
Buyers	11
Buyer ratio (of repliers)	44%
Spent >\$100	3

HOW TO READ THIS EXAMPLE

Two leaks jump out. **Engagement is 50%**. Half the new subs never replied to the opener, so the welcome opener is doing only half its job. And **only 56% of repliers ever got a PPV**, meaning warm, engaged fans were left without an offer. The buyers aren't the problem; the team simply isn't getting an offer in front of half the people who were ready to hear one. That's a fixable, specific leak, not "we need more traffic."

THE WELCOME FUNNEL

The funnel tab shows how far fans get through your welcome sequence. Drop-offs over ~20% between steps get flagged, that's a step that's losing people.

STAGE	COUNT	% OF TOTAL	DROP VS PREV
Total fans	50	100%	
Replied to opener	25	50%	-50%
Reached WST4	21	42%	-16%
Reached WST8	14	28%	-33%
Reached WST12	12	24%	-14%
Reached WST13	3	6%	-75%
Reached WST15	0	0%	-100%

In this example the opener leaks half the fans immediately, and almost nobody survives past WST12. The back half of the sequence is barely being run. Those flags tell you precisely which messages to rewrite or which steps the team is skipping, instead of guessing.

THE ARCHETYPE SPLIT

Finally, classify who your fans actually are. This tells you whether your sequence even fits your traffic.

ARCHETYPE	COUNT	% OF TOTAL
Here for the looks (wants content fast)	10	20%
Get-to-know-you (wants to talk first)	3	6%
Mixed	3	6%
Early drop (silent fast)	11	22%
Unknown / no welcome sequence run	26	52%

The killer line in this example: **52% never had a welcome sequence run on them at all.** That's not a fan problem. That's half your new traffic walking in and getting nothing. If your archetype split looks like this, your single biggest revenue fix is making sure every new sub actually gets worked.

This is the surface of it.

Running this by hand on 50 fans will already show you leaks you couldn't see before. We run this exact analysis

automatically across every creator and every new sub on the pages we manage. Every funnel, every ratio, every archetype, refreshed continuously, so nothing leaks unnoticed. The template above is yours to keep and run.

DBCO · Chatting Agency. If you want to see what your pages could be pulling on the traffic you already get, that's a quick conversation.