

Growth and monetization.

For recurring-revenue businesses that need a clear growth plan - and an experienced leader to put it into action.

Led by Robert Zibell. Nearly 20 years of corporate experience, including leading digital and subscriber growth at Lee Enterprises, combined with hands-on business ownership and operations.

YOUR QUESTIONS. OUR WORK. TANGIBLE OUTPUTS.

CONVERSION

Trials are up. Why aren't paid customers?

Review acquisition, offers and onboarding to locate drop-offs.

You get: A prioritized conversion test plan with owners and success measures.

RETENTION

Why are customers leaving?

Analyze churn patterns and cancellation journeys; shape save and win-back offers.

You get: A retention action plan with priority segments, interventions and measures.

REVENUE RECOVERY

Are failed payments costing us?

Assess revenue lost to failed payments and align recovery priorities with technical teams.

You get: A recovery improvement roadmap with business measures and clear owners.

PRICING & PACKAGING

Is our pricing holding back growth?

Assess packages, discounts and upgrade paths before a pricing change.

You get: Pricing and packaging recommendations, a test plan and rollout priorities.

EXPANSION

How do we grow existing accounts?

Identify upgrade opportunities and improve add-on offers and renewal journeys.

You get: An expansion playbook with target segments, offers and campaign priorities.

GROWTH LEADERSHIP

Who will lead across our teams?

Align marketing, product, finance and customer success around shared priorities.

You get: A growth roadmap, operating scorecard and review cadence to drive execution.

WHEN TO BRING DIGILYTIX IN

During implementation: guide growth strategy, best practices and setup decisions across pricing, onboarding, retention and reporting. Also bring us in before pricing changes, when performance stalls, after launch or when growth needs an executive owner.

A practical starting point

A focused assessment aligns the goal, reviews performance and prioritizes opportunities. Continue with a defined project or fractional growth leadership, based on the work needed.

Business strategy and execution leadership; technical configuration stays with your implementation team.