Slide Deck: Native vs Platform Revenue Impact

Slide 1 — Title

TiffyCooks Growth Options
Comparing Revenue Impact: Platform vs Subdomain vs Native Integration

Slide 2 — Current Baseline

- **Clicks (90d):** 1.26M
- **Impressions (90d):** 41.1M
- **CTR:** 3.1%
- **Sessions (90d):** 74k (~300k/year)
- **Ad Model:** $20 RPM (conservative)
- **Schema:** 1.69M gallery clicks → rich results = core growth engine

Slide 3 — Option 1: Third-Party Platform (Udemy / Kajabi)

- **Ad Revenue:** ~$120k/year (flat, no growth)
- **Course Sales:**
- Udemy: $45k gross → $22k retained (50% cut)
- Kajabi: $45k gross → $41–43k retained (after $2–4k fees)
- **Total Revenue:**
- Udemy: ~$142k/year
- Kajabi: ~$161–163k/year

Slide 4 — Option 2: Subdomain App (learn.tiffycooks.com)

- **Ad Revenue:** ~$108k/year (10% leakage off main site)
- **Course Sales:** $75k gross → ~$72k retained (minus $2–5k infra)
- **Total Revenue:** ~$180k/year
- **SEO:** Starts at 0 impressions; doesn't grow the main 41M footprint

Slide 5 — Option 3: Native Integration (tiffycooks.com/courses)

- **Ad Revenue:**
- CTR improvement 3.1% → 3.6% = +820k extra clicks/year = +$16k

- AI features (+1 pageview/session) = +$6k
- Total Ads: ~$142k/year
- **Course Sales:** $150k gross → ~$145k retained (minus $3–5k infra)
- **Total Revenue:** ~$287k/year
- **SEO:** All courses add to 41M impression authority + schema coverage

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Slide 6 — One-Year Comparison (Net Revenue)

Option	Ad Revenue	Course Revenue	Costs	Net Total
Udemy	$120k	$22k	$0	**$142k**
Kajabi	$120k	$41–43k	$2–4k	**$161–163k**
Subdomain	$108k	$72k	$2–5k	**$180k**
Native	$142k	$145k	$3–5k	**$287k**

Slide 7 — Visual: Revenue Bars

Bar chart comparison:
- Udemy = $142k
- Kajabi = $161k
- Subdomain = $180k
- Native = $287k

Slide 8 — Key Takeaway

- **Native integration = +$100k+ in year one vs. platform/subdomain**
- Compounds SEO (41.1M impressions) instead of starting from scratch
- Keeps ad + course revenue in one ecosystem → stronger long-term growth