

# DILAN'S TRAVEL GUIDE

The next chapter



# MAIN KPI'S

Is the daily number of readers increasing?

Is the daily number of returning readers increasing?

Is the daily income increasing?

Which countries are the most profitable?

Which sources are the most profitable?

Which topics are the most profitable?





# DAILY READERS

## TOP COUNTRIES:

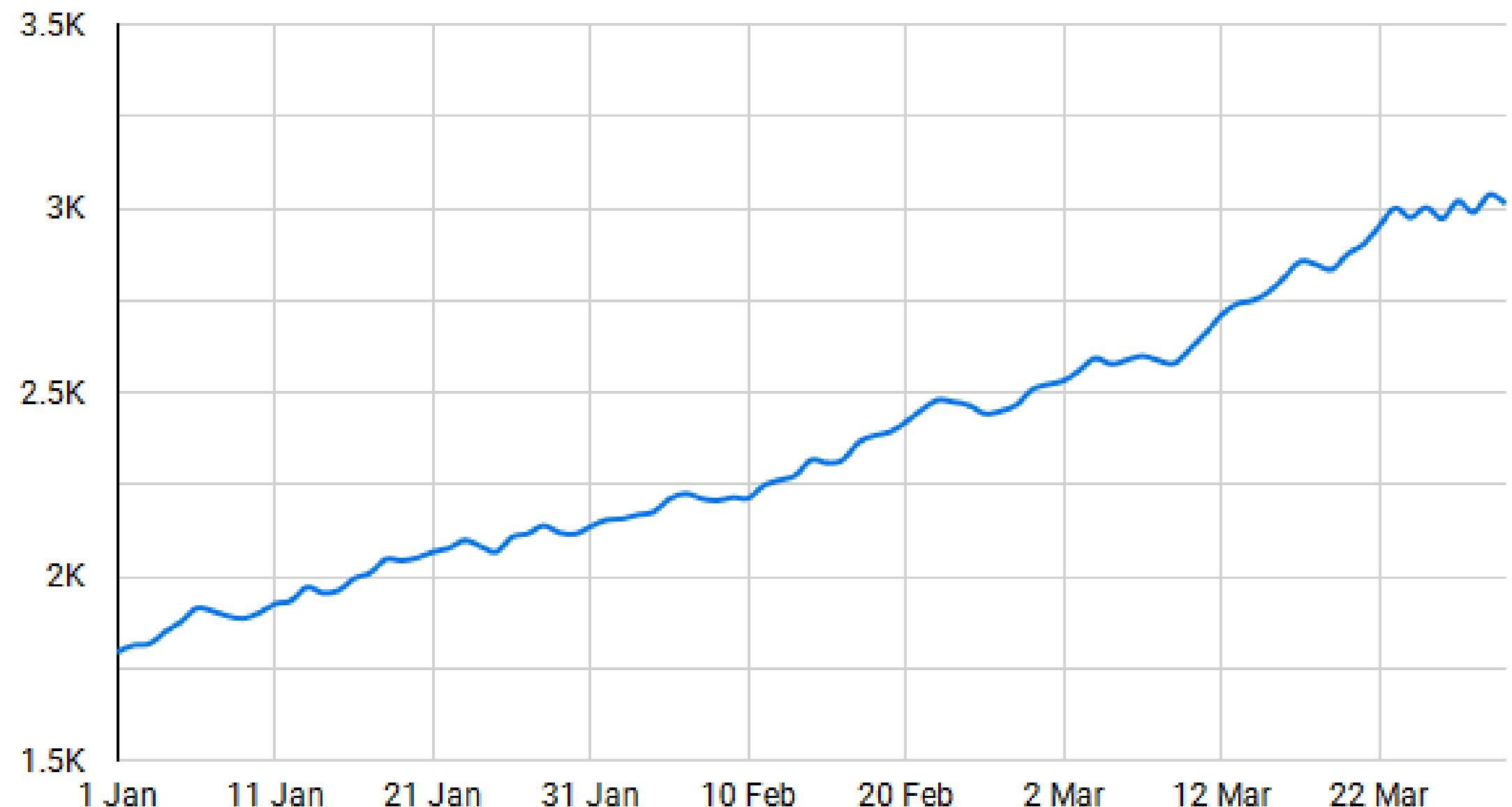
- COUNTRY 7 ~ 25%
- COUNTRY 2 ~ 24%
- COUNTRY 5 ~ 20%

## TOP SOURCE:

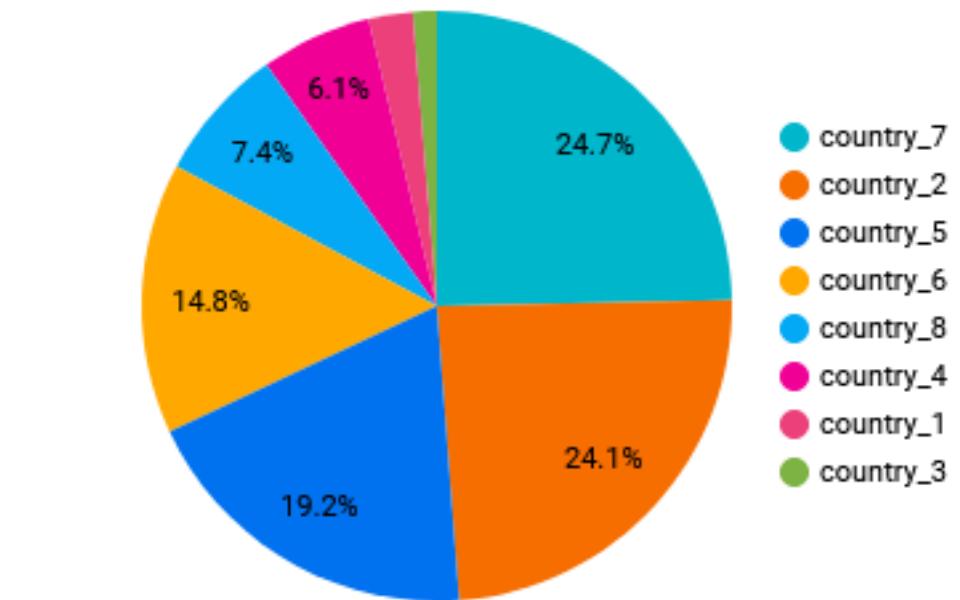
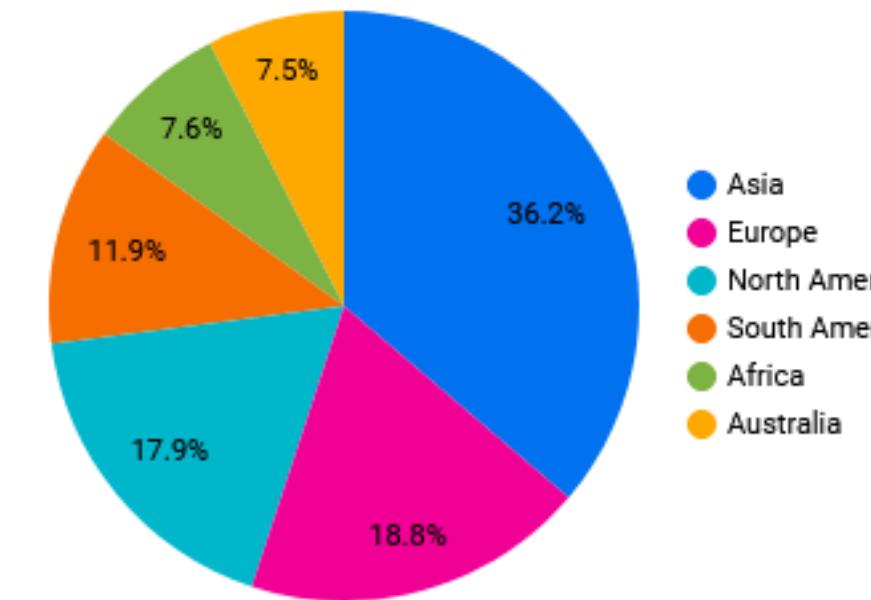
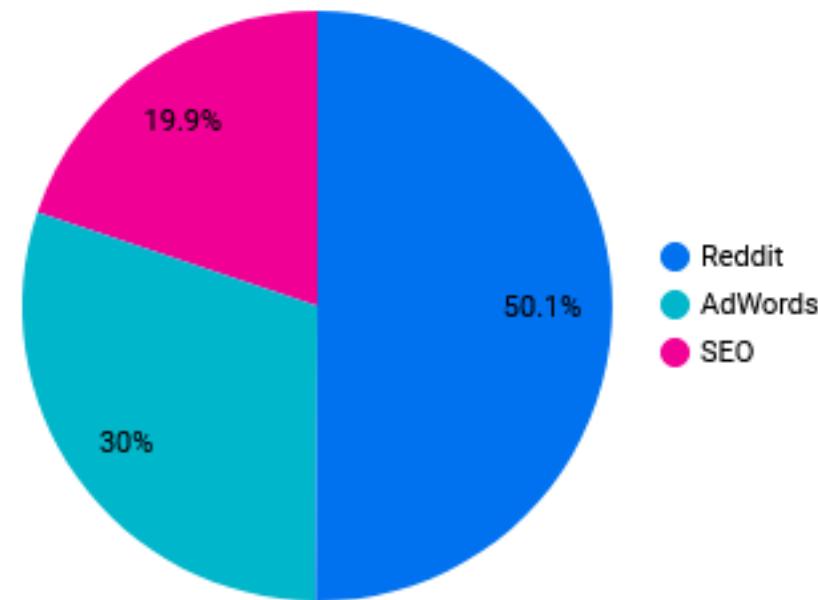
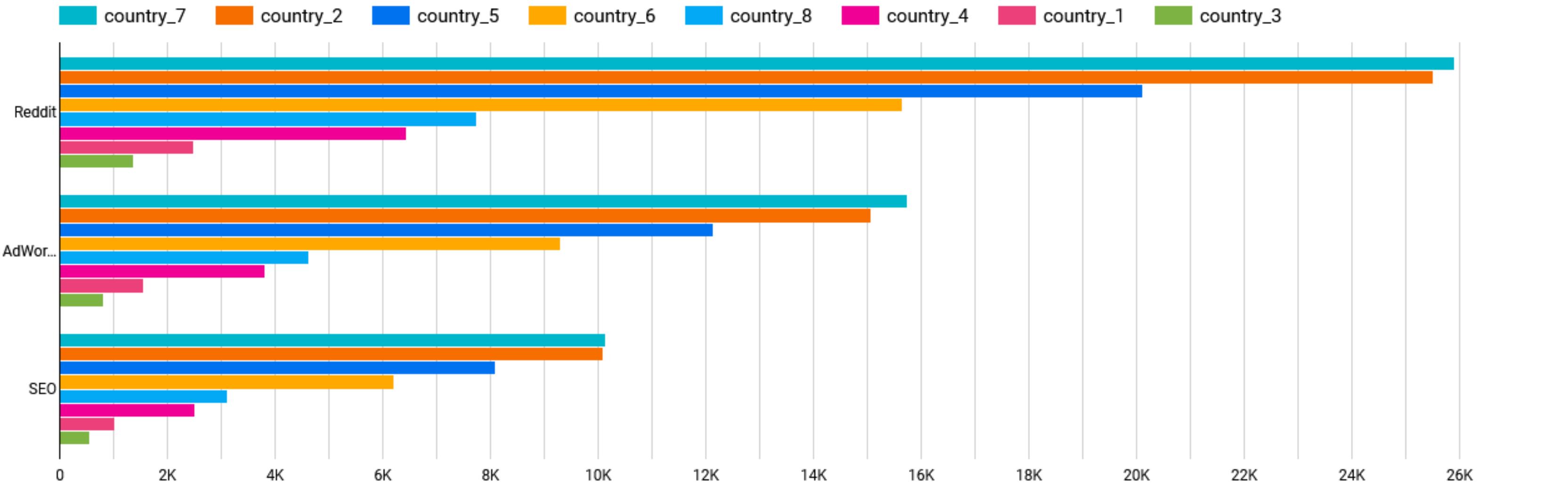
- REDDIT (MORE THAN 50%)

## TOP TOPICS:

- ASIA ~ 37%
- EUROPE - 19%



# DAILY READERS





# RETURNING READERS

## TOP COUNTRIES:

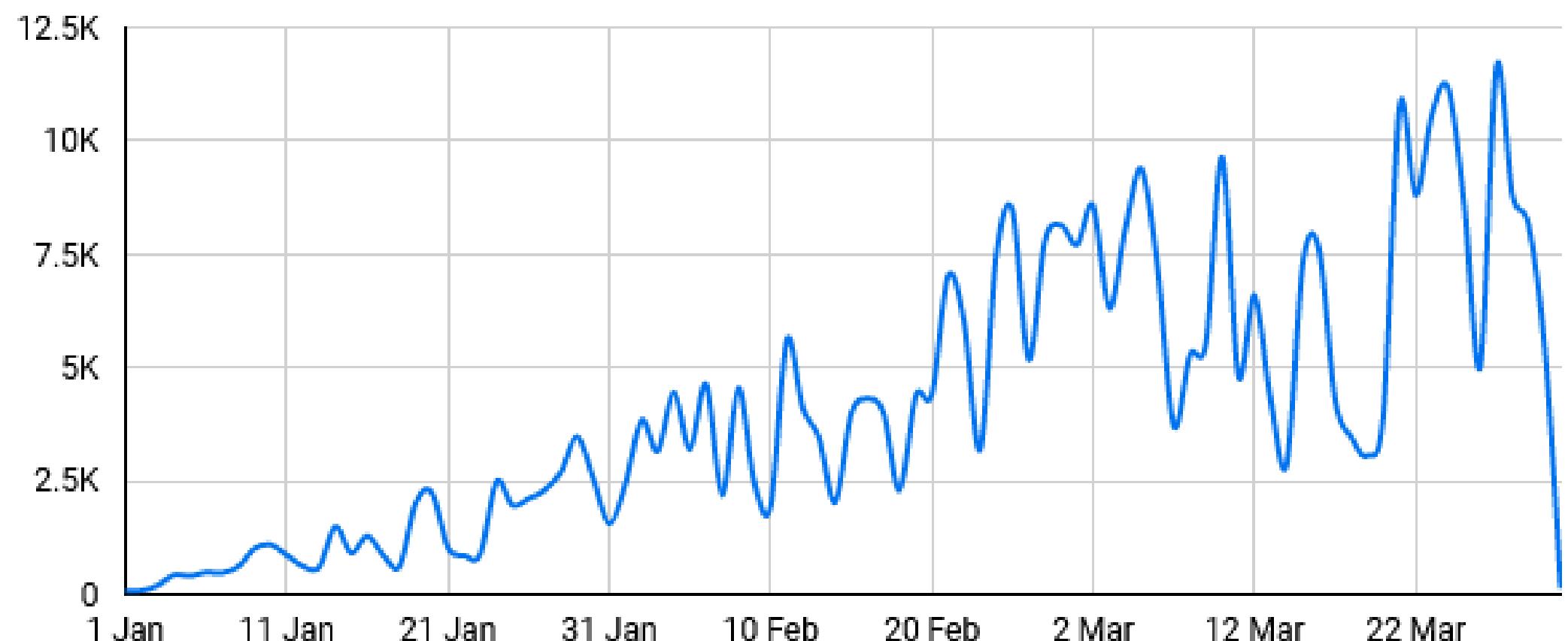
- COUNTRY 5 ~ 30%
- COUNTRY 7 ~ 22%
- COUNTRY 2 ~ 22%

## TOP TOPICS:

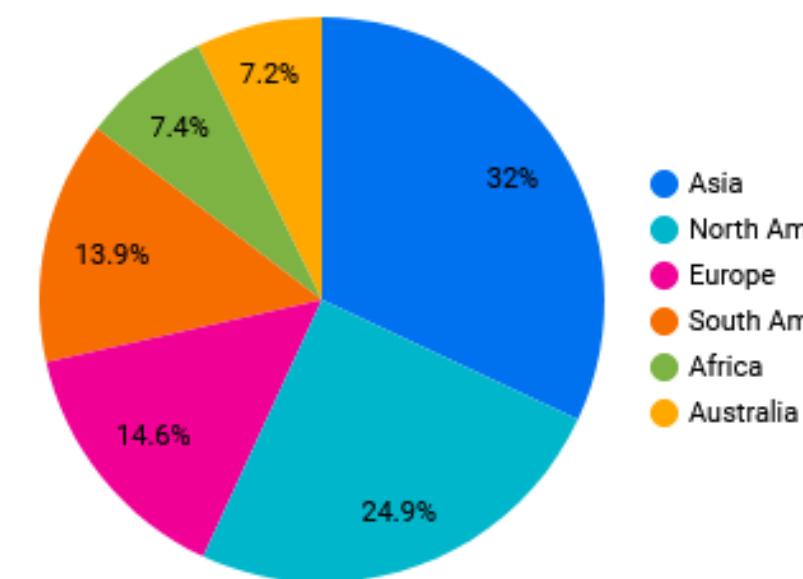
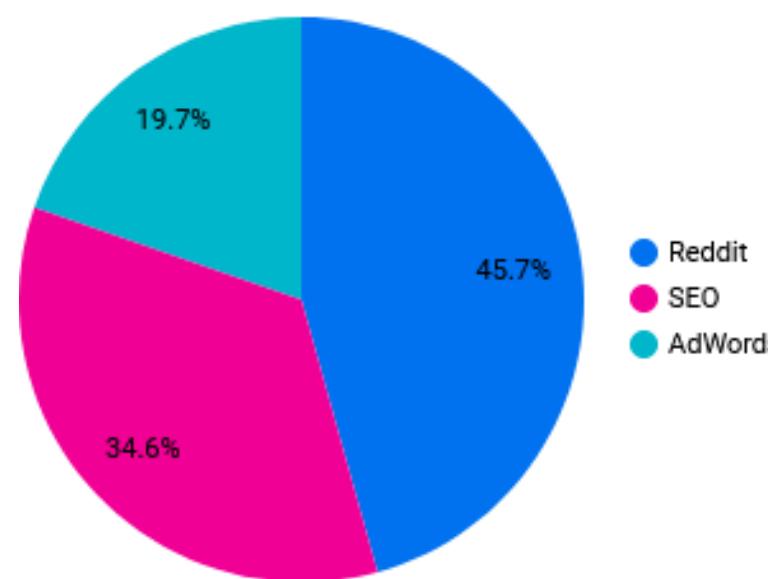
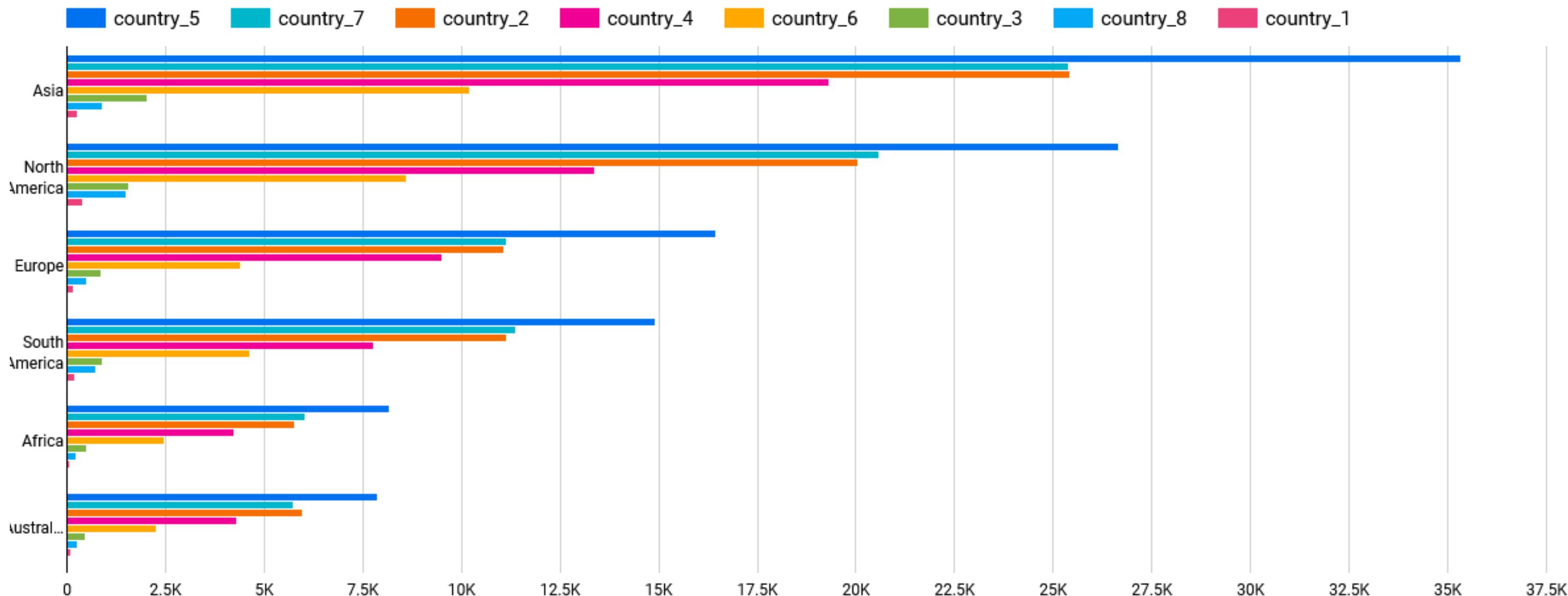
- ASIA ~ 32%
- NORTH AMERICA - 25%
- EUROPE ~ 15%

## FIRST SOURCE:

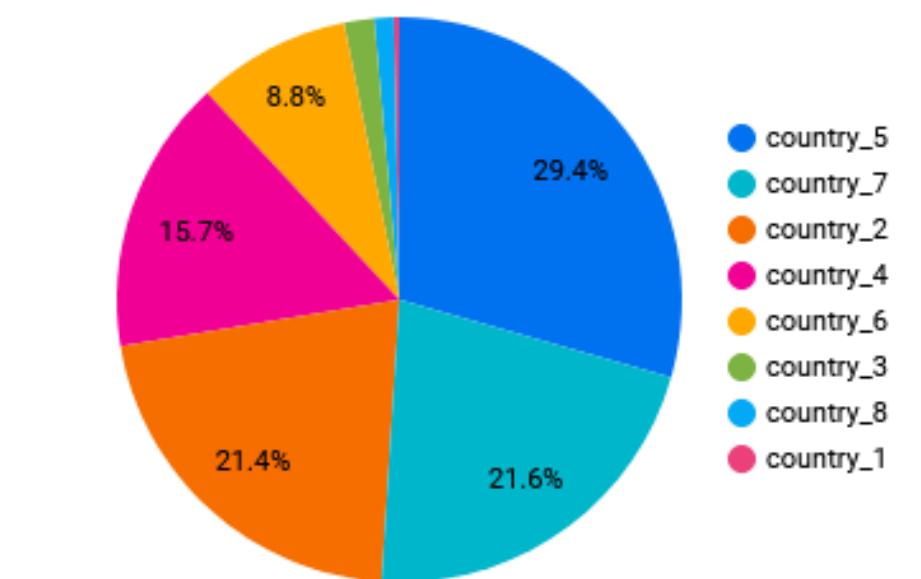
- REDDIT (MORE THAN 45%)



# RETURNING READERS



● Asia  
● North America  
● Europe  
● South America  
● Africa  
● Oceania



● country\_5  
● country\_7  
● country\_2  
● country\_4  
● country\_6  
● country\_3  
● country\_8  
● country\_1



# DAILY ORDERS

TOTAL ORDERS: 8407

TOTAL INCOME: 194.480 \$

## WORLD TRAVELERS' BEST PRACTICES (\$8 E-BOOK):

TOTAL ORDERS: 6640

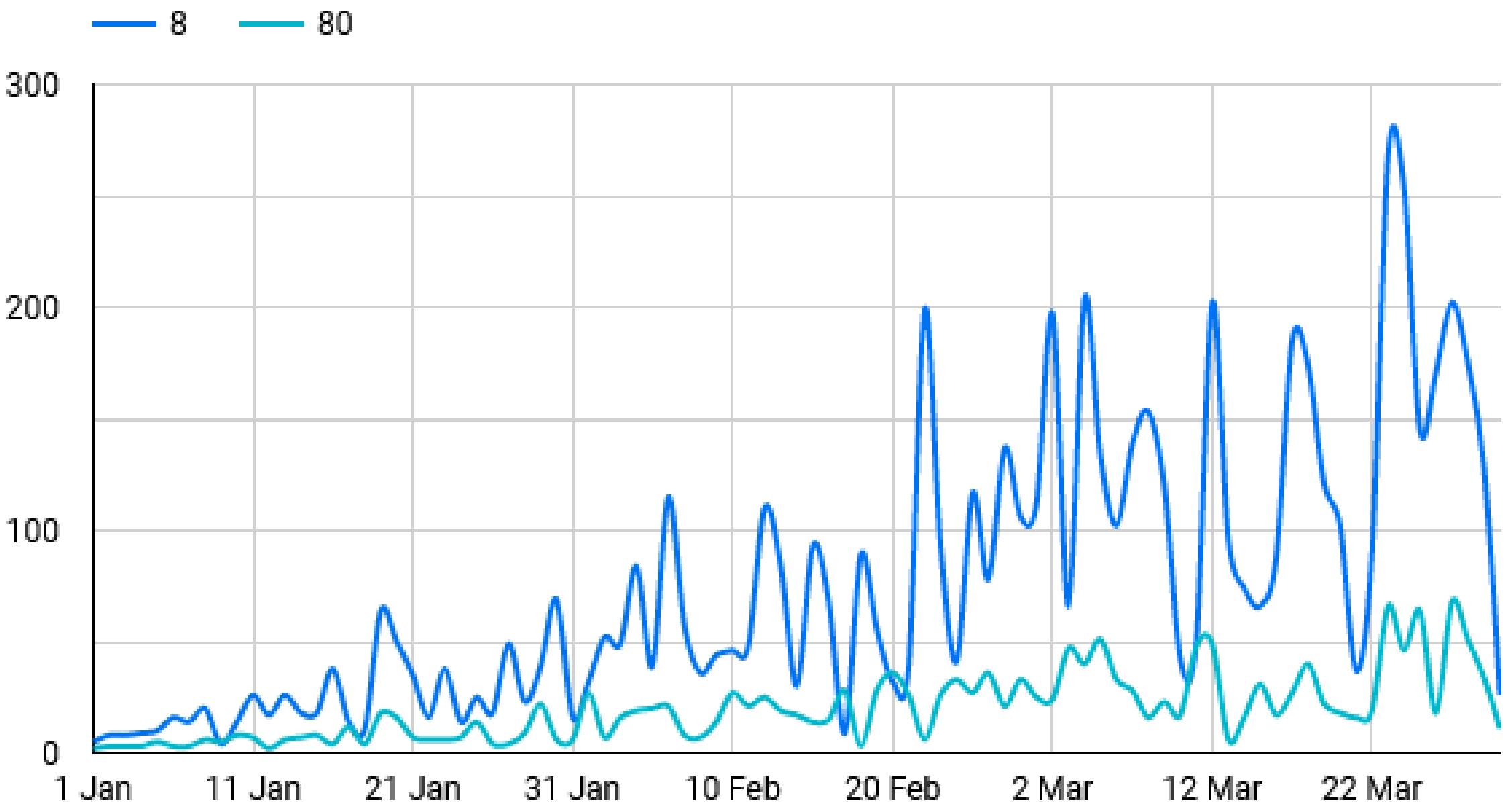
TOTAL INCOME: 53.120 \$

## HOW TO TRAVEL THE WORLD (\$80 VIDEO COURSE):

TOTAL ORDERS: 1767

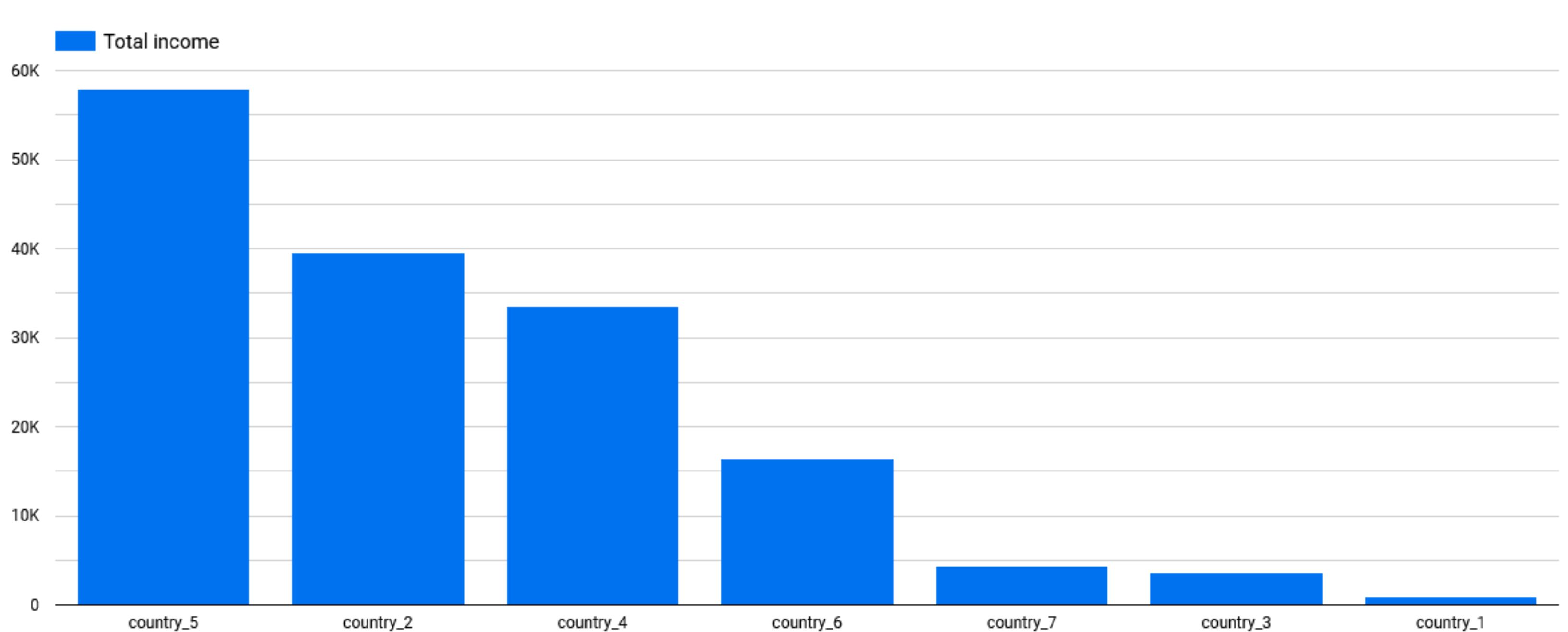
TOTAL INCOME: 141.360 \$

AVG ORDERS: 23.13 \$





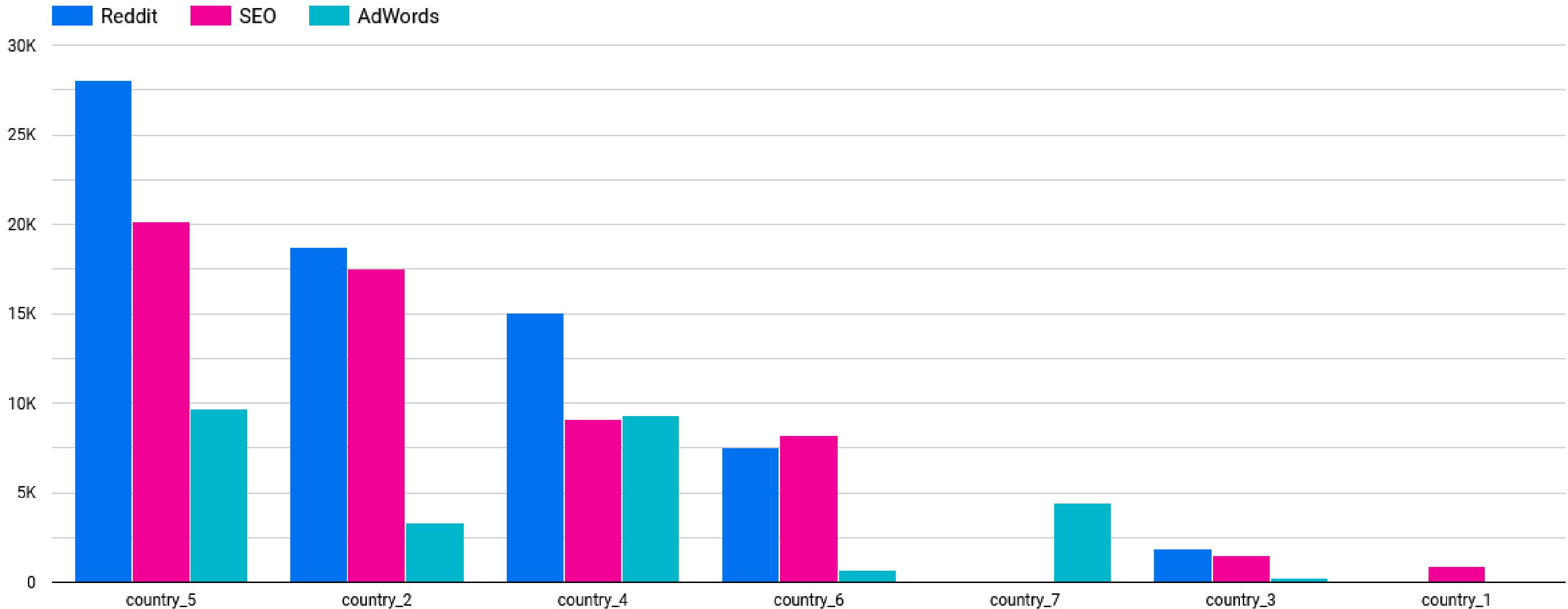
# TOTAL INCOME BY COUNTRIES





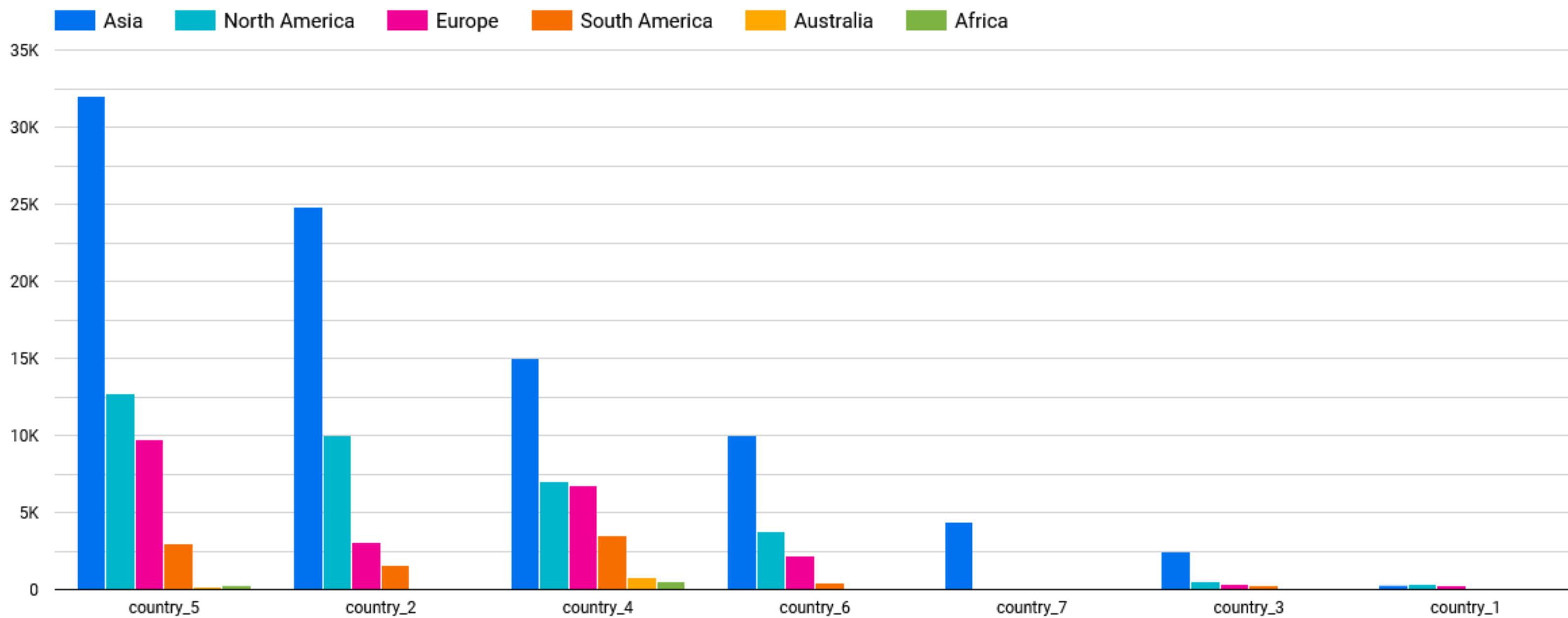
# TOTAL INCOME BY COUNTRIES

## ORDER BY SOURCES

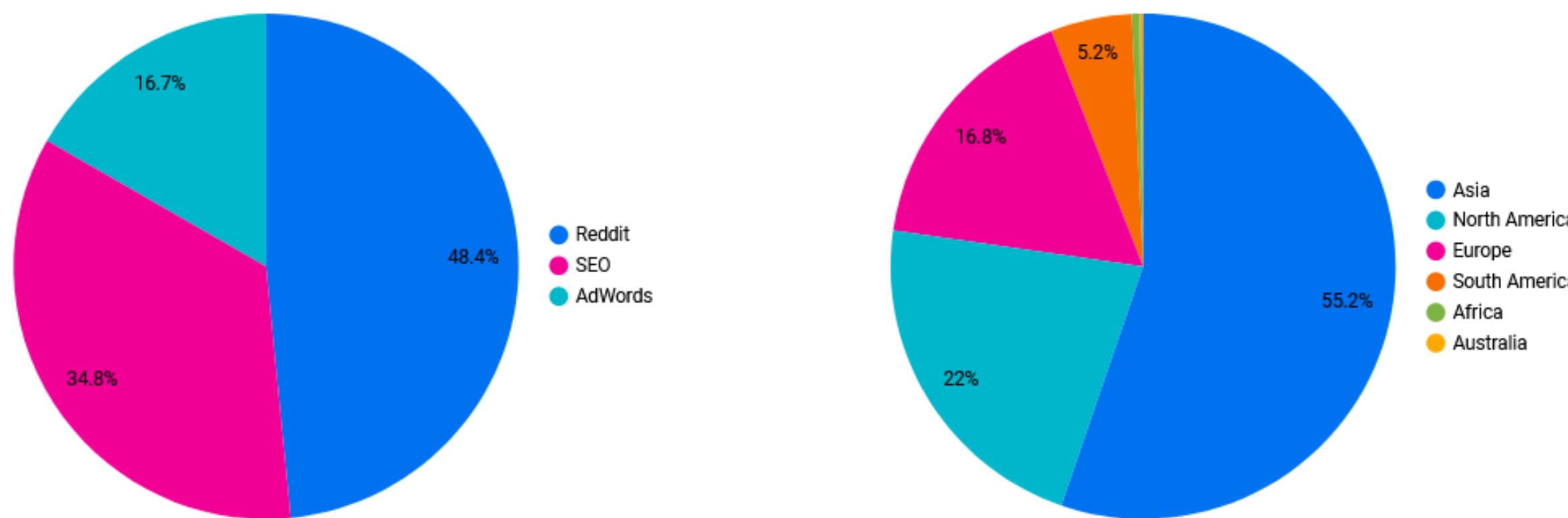
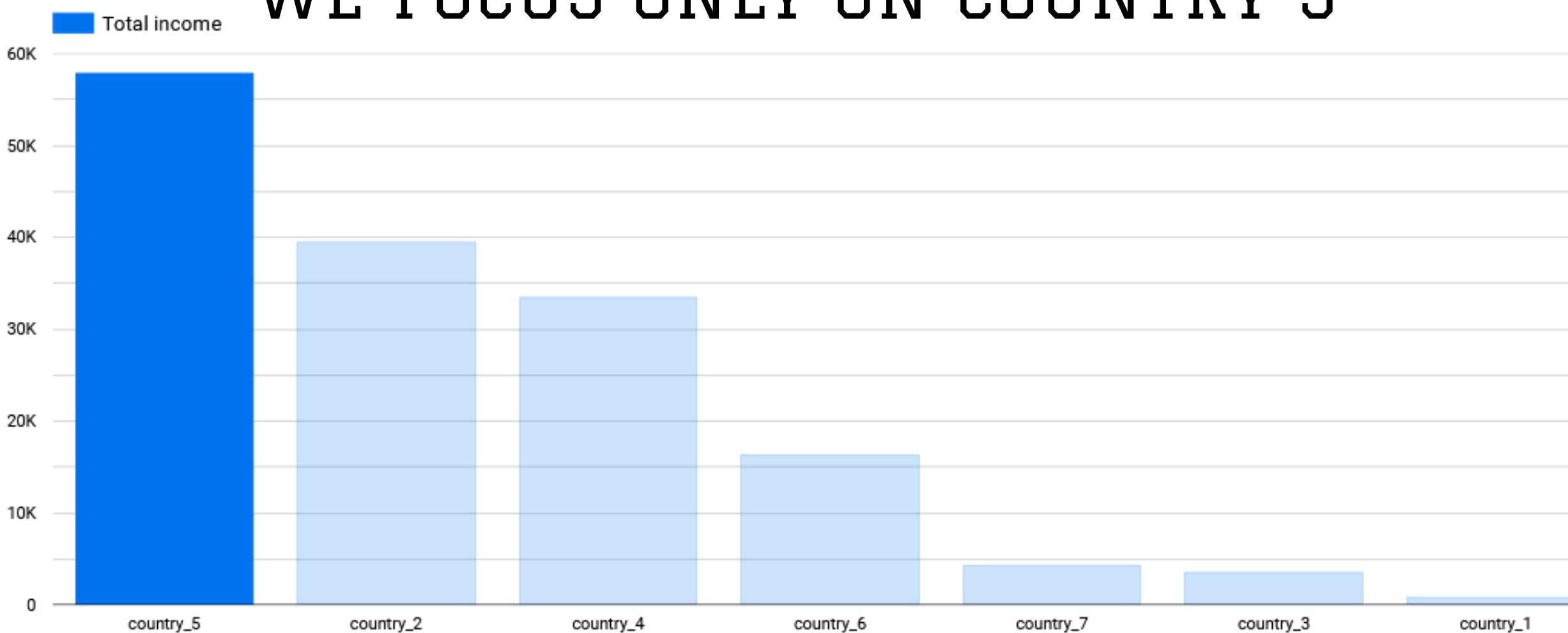




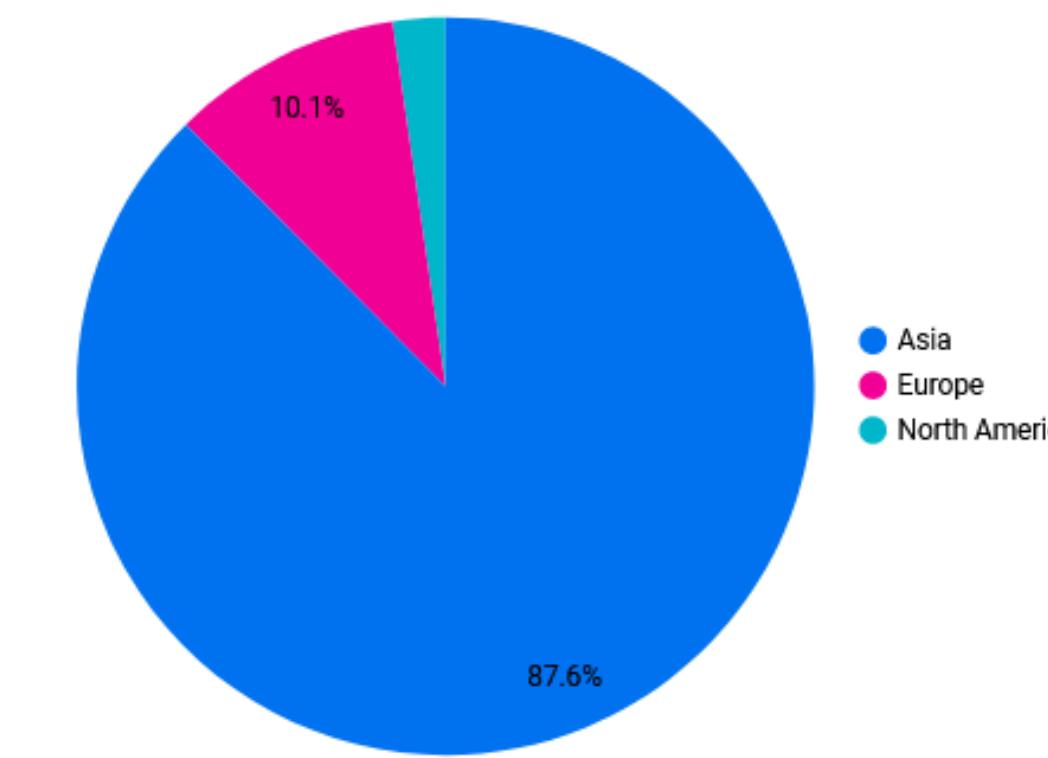
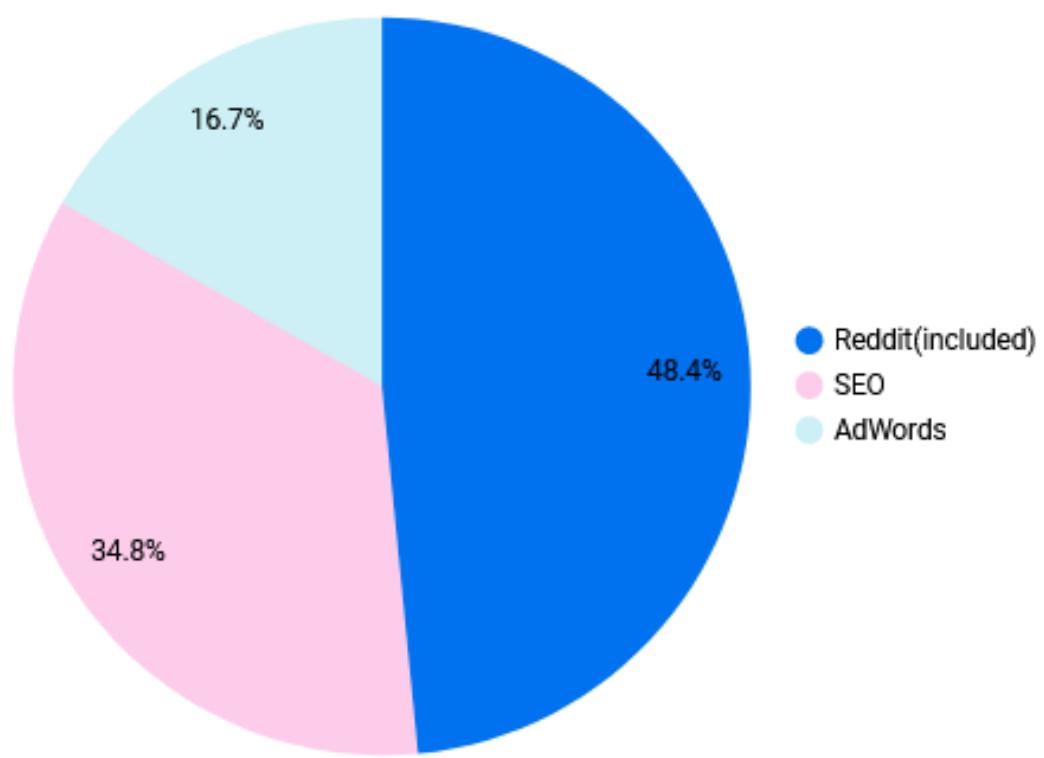
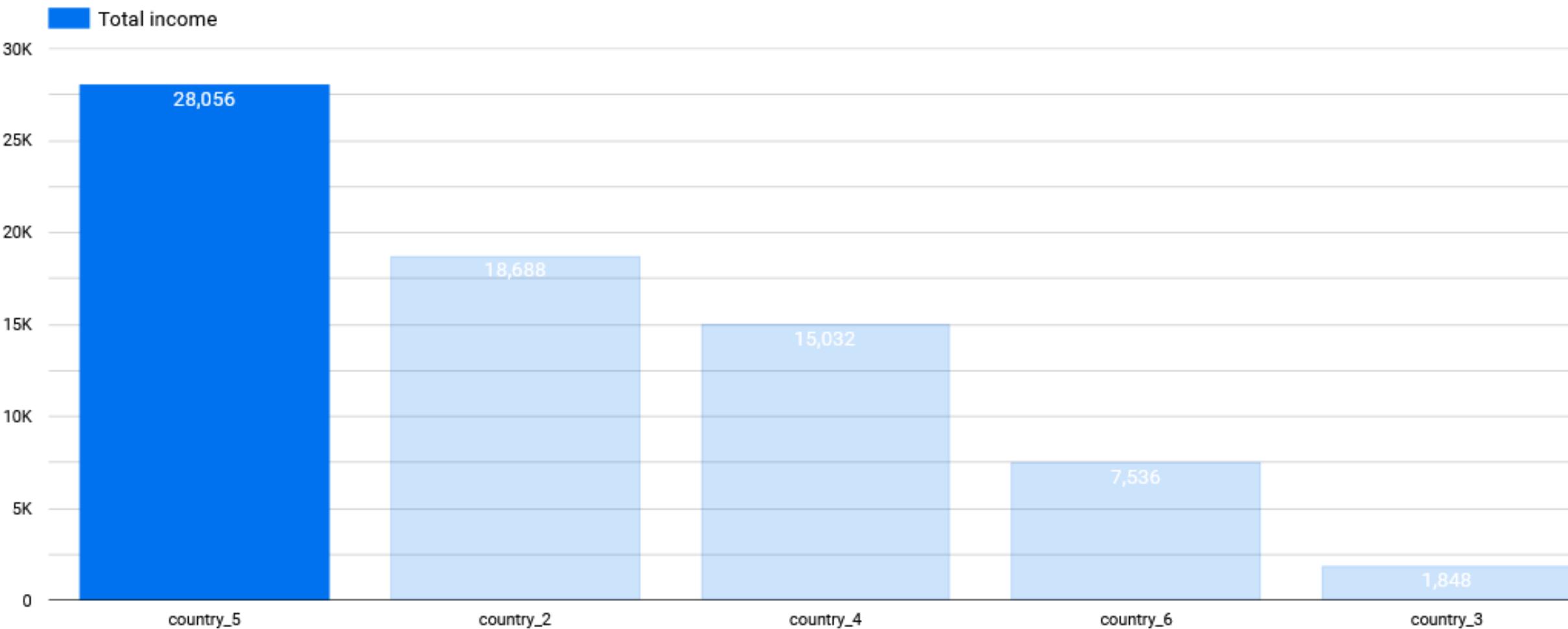
# TOTAL INCOME BY COUNTRIES ORDER BY TOPICS



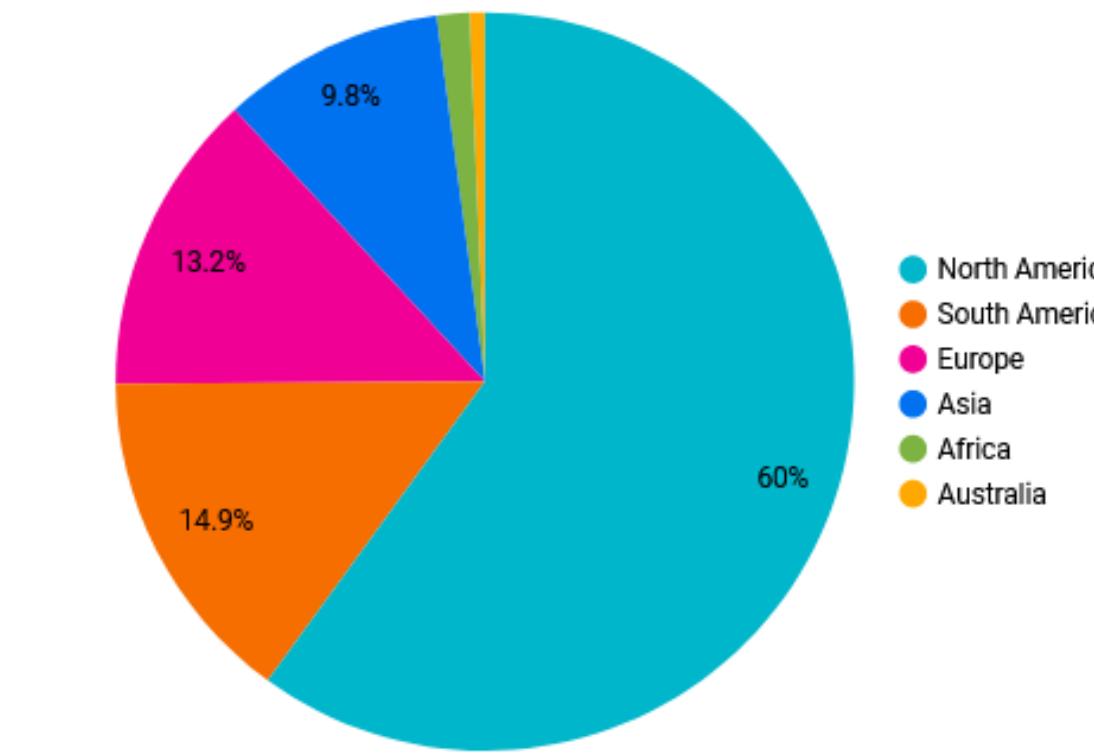
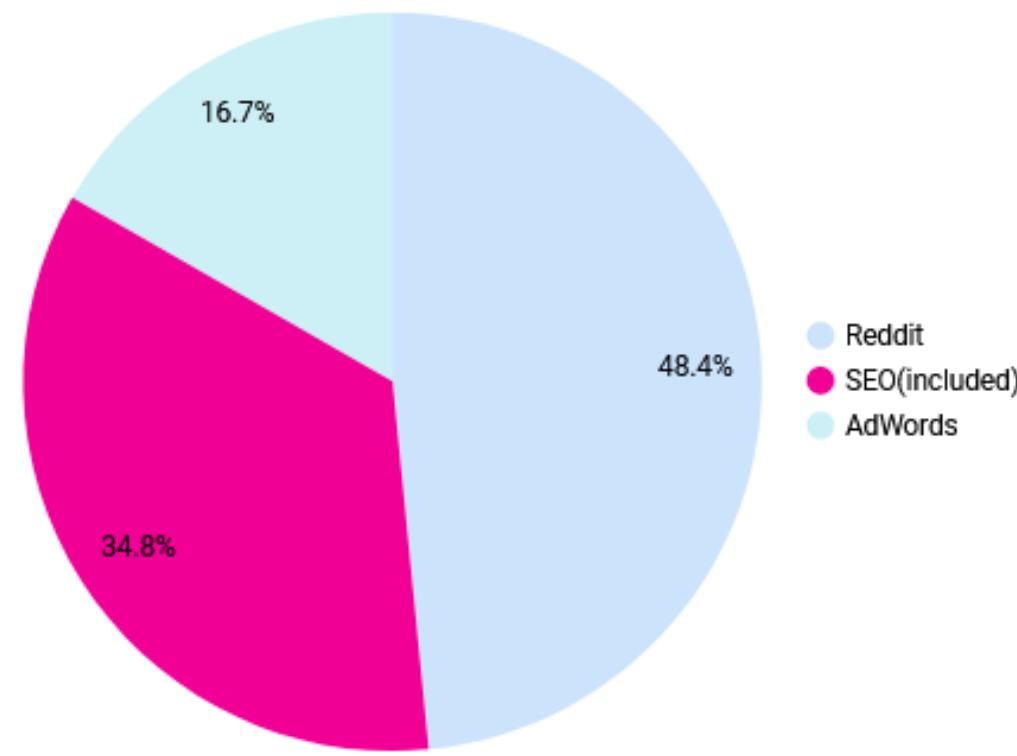
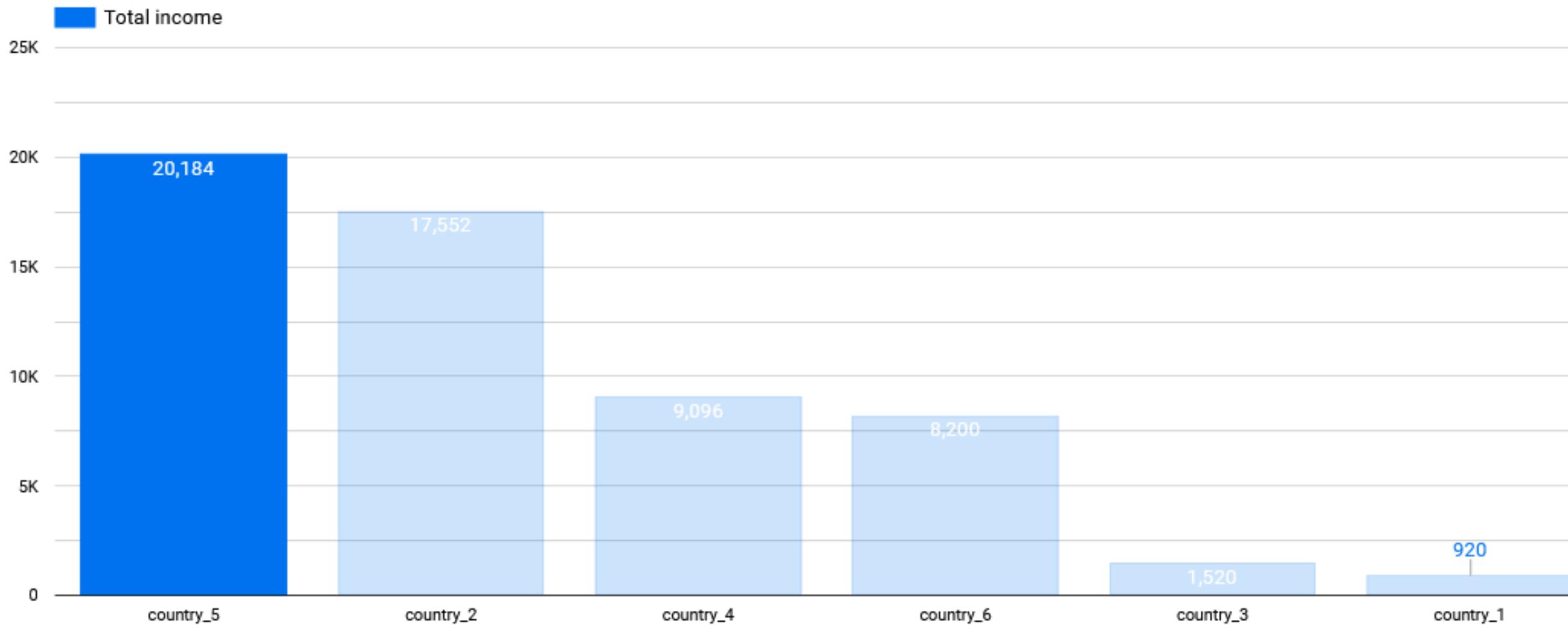
# TOTAL INCOME BY COUNTRIES AND WE FOCUS ONLY ON COUNTRY 5



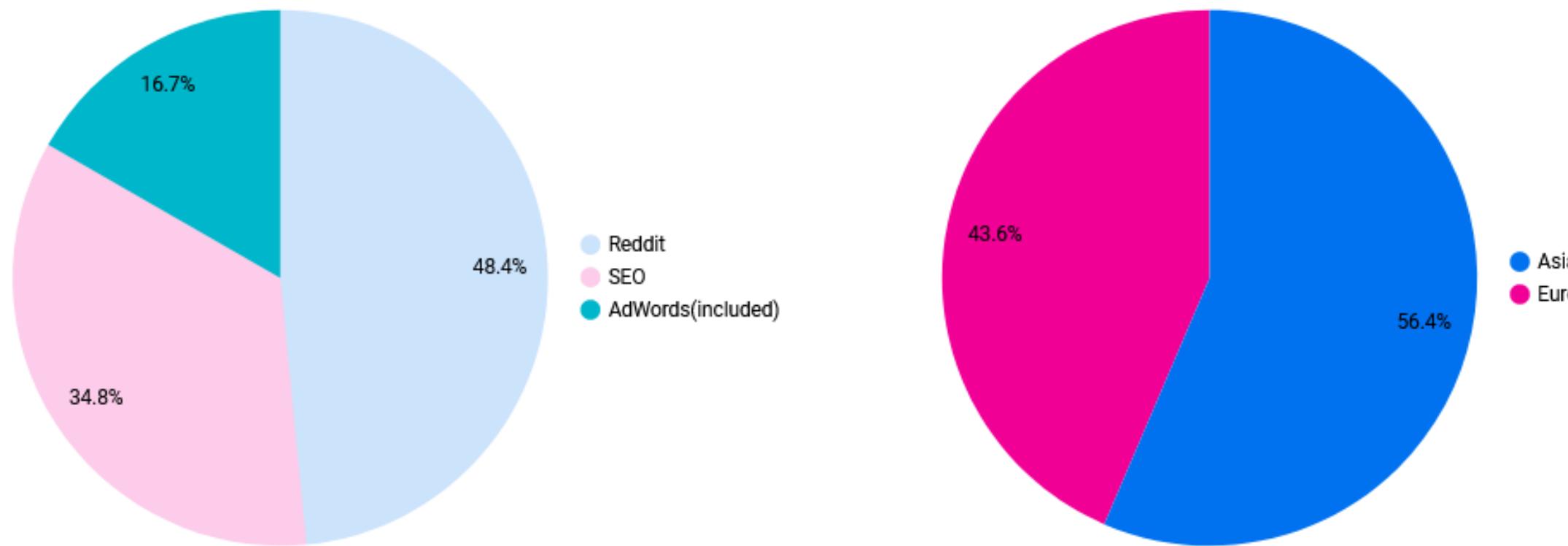
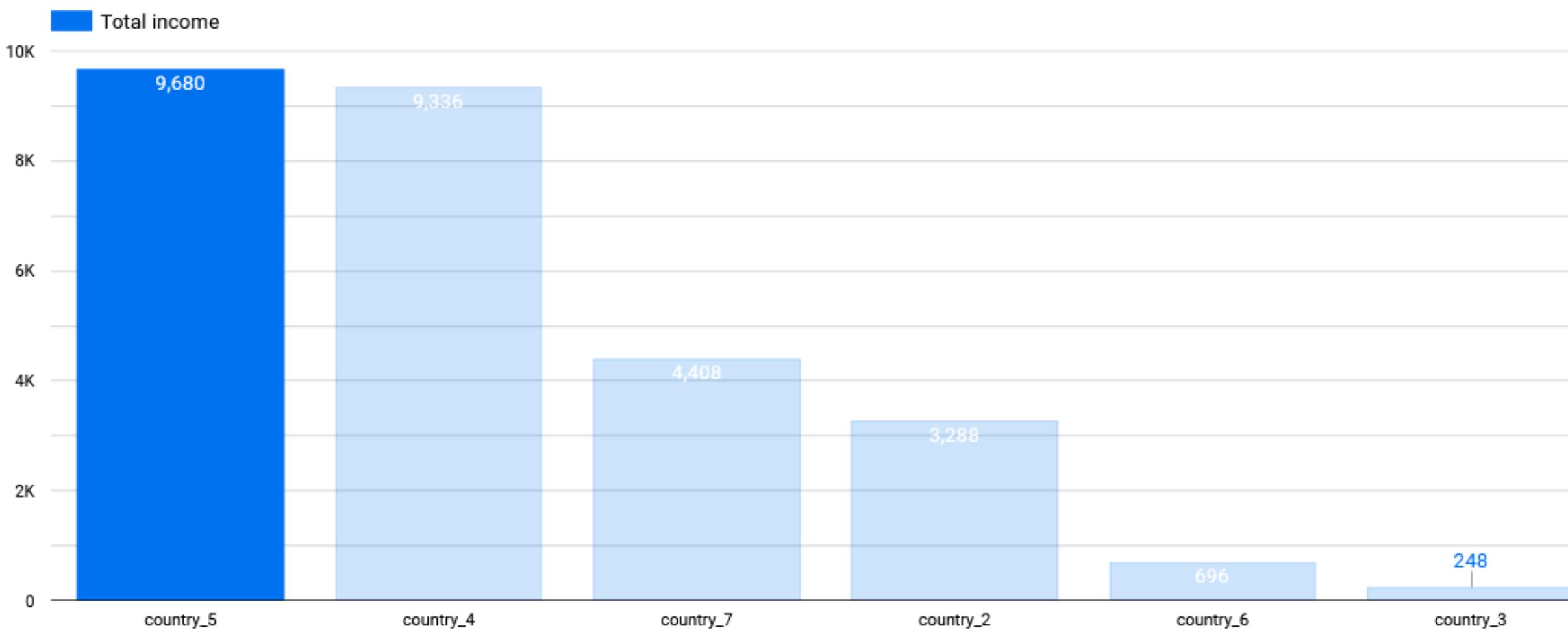
# TOTAL INCOME BY COUNTRIES AND WE FOCUS ONLY ON COUNTRY 5 AND REDDIT



# TOTAL INCOME BY COUNTRIES AND WE FOCUS ONLY ON COUNTRY 5 AND SEO



# TOTAL INCOME BY COUNTRIES AND WE FOCUS ONLY ON COUNTRY 5 AND ADWORDS



# CONCLUSION

- In my opinion, we have to focus on 'Country 5' in the next few months.  
I suggest spending less money on Adwords because that source is way less profitable than Reddit and SEO.
- I recommend using Reddit for lead generation and using Asia content. If you have time and energy, maybe use SEO with North American topics.
- Launch new digital product for 'Country 5' readers (subscribers).  
In this niche, we can generate more income and increase the LTV.  
Example: How to travel from Country 5 to Asia - video course.

**THANK YOU**

