YA PERFORMANCE REPORT

Period: Mai 9 - Okt 17, 2025 (5.5 months) Total VAs: 49

Summary

- **KEEP (21):** Strong performers (good ROI + meets character benchmarks)
- **MATCH (3):** Below character benchmark but still profitable
- **MOPPORTUNITY COST (10):** Far below character benchmark (replace for higher gains)
- X REPLACE (0): Negative ROI (losing money)
- NEW (15): < 2 months (too early to judge)

PRIMARY METRIC: NEW SUBS PER MONTH (recurring revenue excluded)

X VAs TO REPLACE (Negative ROI)

None! All experienced VAs are at least break-even.

VAs TO REPLACE (Opportunity Cost)

These VAs are profitable but **far below their character's benchmark**. Replacing them with better performers would significantly increase revenue.

VA	Months	Posts	Avg Views	Char Benchmark	% of Benchmark	Subs/M	\$/M	Main Char
Cyndi	4.5	1,517	1,727	3,228	53%	24.9	\$186	MEGAN
Kent	2.2	797	1,049	3,722	28%	27.0	\$160	MARA
Vaverly	3.8	1,411	1,763	3,228	55%	27.9	\$243	MEGAN
Jayeerrah	2.8	991	2,543	4,274	60%	32.0	\$306	TYRA
Trixie	2.9	1,177	1,252	4,355	29%	34.4	\$364	NAOMI
Allen	2.9	920	1,594	3,722	43%	36.5	\$411	MARA
Pilar	4.4	1,256	2,912	4,912	59%	41.2	\$558	SOFIA
Almira	3.8	1,242	2,861	4,912	58%	45.6	\$648	SOFIA
Jian	2.2	820	1,837	3,722	49%	48.7	\$656	MARA
Kristal	2.9	1,042	2,239	4,355	51%	55.6	\$848	NAOMI

Opportunity Cost Analysis:

Current: 374 subs/month

• Potential (with better VAs): 645 subs/month

• Monthly gain: +271 subs = +\$6,214



NEW VAs (< 2 Months)

Too early to make final judgment, but ranked by **SUBS/MONTH**:

VA	Months	Posts	P/M	Avg Views	Subs/M	\$/M	Main Char
Maricris	1.3	547	410	1,029	107.3	\$1,899	ARIRI
Triesha	1.6	638	399	871	88.3	\$1,505	ARIRI
Dale	1.6	557	348	783	69.2	\$1,069	ARIRI
Vince	0.8	291	364	1,535	30.9	\$-16	SUKI
Brent	0.8	276	345	963	18.4	\$-302	SUKI
Warren	0.8	298	372	808	16.6	\$-342	SUKI
Jade	0.8	314	392	1,878	6.9	\$-565	NALANI
Resha	0.8	305	381	1,661	5.9	\$-587	NALANI
Rexjhon	0.8	294	368	647	2.2	\$-672	NALANI
Fraulein	1.3	380	285	1,073	0.0	\$-558	
swtzl	1.3	433	333	1,072	0.0	\$-564	
Asle	1.3	377	290	942	0.0	\$-564	
Dianne	0.8	262	328	443	0.0	\$-722	
Kate	0.8	295	369	845	0.0	\$-722	
Mark	0.8	292	365	1,066	0.0	\$-722	

△ VAs TO WATCH

These VAs are **below their character benchmark** but still profitable. Monitor for 1 more month:

VA	Months	Posts	Avg Views	Char Benchmark	% of Benchmark	Subs/M	\$/M	Main Char
Angel	2.5	1,044	3,853	5,295	73%	56.4	\$849	AURELIA
Faith	2.4	777	3,397	5,295	64%	38.0	\$425	AURELIA
Christopher	4.5	1,414	2,282	3,228	71%	30.6	\$317	MEGAN



VAs TO KEEP & SCALE

Experienced VAs with ROI ≥ 100%. Ranked by SUBS/MONTH:

Rank	VA	Months	Posts	Avg Views	Subs/M	Total Subs	ROI	\$/M	Main Char
y	Aaron	4.4	1,676	7,399	381.5	1679	2168%	\$8,348	MIRIAM
w/	Carla	5.4	1,093	11,986	330.5	1774	1936%	\$7,193	MIRIAM
y	Grashang	2.5	993	5,760	313.9	774	1519%	\$6,741	MIRIAM
4	Jairis	2.5	999	4,306	236.1	582	1118%	\$4,961	MIRIAM
5	Abegail	2.3	962	5,740	166.6	378	737%	\$3,357	NAOMI
6	Jarold	5.2	1,406	4,415	161.6	840	890%	\$3,325	MIRIAM
7	Joshua	2.5	976	2,745	145.1	363	651%	\$2,879	MIRIAM
8	Krishna	2.3	938	4,402	124.5	282	526%	\$2,395	NAOMI
9	Stephanie	3.7	1,434	6,077	114.9	429	560%	\$2,232	SOFIA
10	Jason	2.2	679	5,221	114.5	256	473%	\$2,163	MARA
11	Leah	2.9	1,090	3,309	89.7	260	385%	\$1,630	MARA
12	Chin	2.3	923	2,921	81.3	184	309%	\$1,406	NAOMI
13	Luna	2.5	1,026	5,295	77.2	190	298%	\$1,324	AURELIA
14	Fritz	3.7	1,444	3,746	72.0	266	313%	\$1,248	SOFIA
15	Beverly	2.9	1,116	2,695	70.1	206	280%	\$1,182	NAOMI
16	JAPHETH	3.1	1,297	3,209	66.1	205	263%	\$1,096	SOFIA
17	Alvin	2.9	1,012	2,637	65.6	193	256%	\$1,080	MARA
18	Kyle	2.8	949	4,274	52.7	146	181%	\$777	TYRA
19	Cedrick	3.7	1,293	3,455	51.5	191	196%	\$781	MEGAN
20	Rico	3.0	1,189	3,505	50.5	150	174%	\$735	TYRA
21	Dominic	3.8	1,401	3,001	47.7	180	174%	\$693	MEGAN



Key Insights:

Top Tier (Most Subs/Month):

- 1. **Aaron** (MIRIAM): 7,399 avg views \rightarrow 381.5 subs/month \rightarrow \$8,348/month
- 2. Carla (MIRIAM): 11,986 avg views \rightarrow 330.5 subs/month \rightarrow \$7,193/month
- 3. **Grashang** (MIRIAM): 5,760 avg views \rightarrow 313.9 subs/month \rightarrow \$6,741/month

Performance by Character:

- AURELIA (1 VAs): Avg 5,295 views/post | Best: Luna (5,295 views)
- MARA (3 VAs): Avg 3,722 views/post | Best: Jason (5,221 views)
- MEGAN (2 VAs): Avg 3,228 views/post | Best: Cedrick (3,455 views)

- MIRIAM (6 VAs): Avg 6,102 views/post | Best: Carla (11,986 views)
- NAOMI (4 VAs): Avg 3,940 views/post | Best: Abegail (5,740 views)
- SOFIA (3 VAs): Avg 4,344 views/post | Best: Stephanie (6,077 views)
- **TYRA** (2 VAs): Avg 3,889 views/post | Best: Kyle (4,274 views)

■ Recommendations

1. IMMEDIATE ACTION

☑ No VAs losing money!

Consider replacing 10 VAs due to opportunity cost \rightarrow These are profitable but far below character benchmarks \rightarrow Potential monthly gain: \sim \$6,844

2. SCALE TOP PERFORMERS

Give more accounts to:

- Aaron (381.5 subs/month)
- Carla (330.5 subs/month)
- Grashang (313.9 subs/month)

These 3 VAs alone generate 1026 new subs/month!

3. MONITOR NEW VAs

Wait 1 more month before judging new VAs

4. WATCH LIST

△ Monitor these 3 VAs for 1 more month:

If subs/month doesn't improve → reassign to better characters

Cost Structure Reference

Per VA:

• Salary + Proxy: \$310/month

Handy Setup: \$330 (one-time)

Break-even: ~89 subs needed (at \$22.89 LTV)

Report generated: 2025-10-19 Data source: 45,077 TikTok posts, 170 revenue CSVs