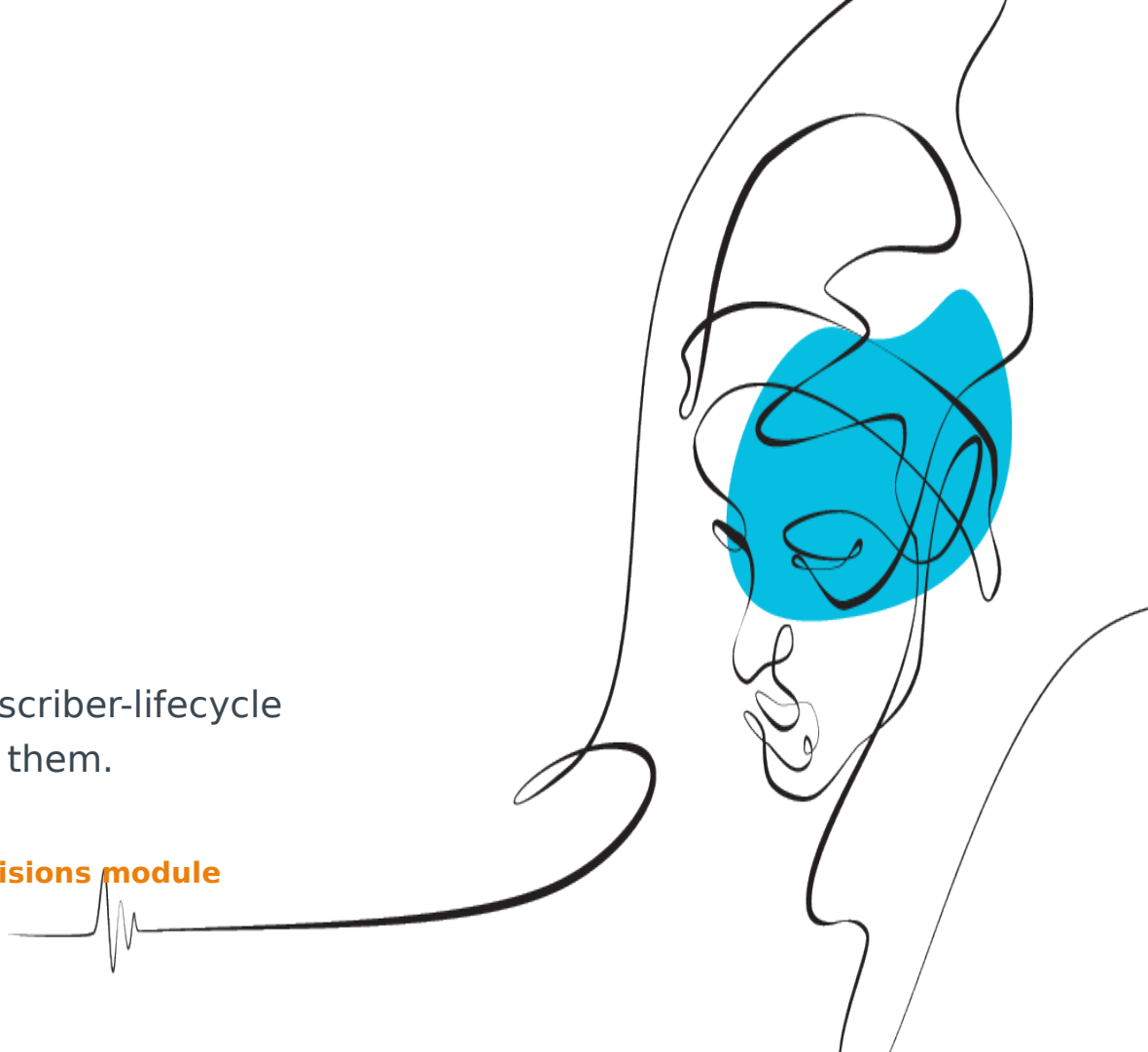


singula
decisions

SLV What-If Simulator

Quantify the revenue impact of subscriber-lifecycle interventions before you commit to them.

Subscriber Intelligence · A Singula Decisions module



THE PROBLEM

Subscriber economics is where £M of value sits — and most decisions are still made on instinct.

Sport and entertainment broadcasters spend tens of millions each year on retention campaigns, win-back outreach, save-desk teams, dunning recovery and content discovery. The investment is real. The defensible answer to "what was the revenue uplift of that intervention?" rarely is. Marketing estimates one number, finance estimates another, the loudest voice wins, and the next quarter the conversation repeats.

£4.2B

UK OTT revenue

Annual streaming spend, 2025

18%

Annual SVOD churn

Across UK streaming services

£58

Typical CAC

Acquisition cost per subscriber

47%

Switch / cancel rate

UK consumers in past 12 months

A what-if tool for subscriber lifecycle decisions.

Pick a segment. Pick the interventions you'd run. See exactly how much extra revenue you'd generate over 12, 24 or 36 months — broken down by where the value comes from.

1

SEGMENT

8 Decision Moments across the subscriber lifecycle, sliced by tier, tenure, scorecard health, source and country.

2

CHOOSE

21 operational interventions you can mix and match. Power-user mode exposes raw levers — churn, ARPU, reactivation — for sensitivity work.

3

QUANTIFY

12 / 24 / 36-month NPV-discounted SLV impact, decomposed into retention, ARPU and reactivation contributions.

4

DECIDE

Save and compare named scenarios side-by-side. Export defensible numbers ready for the CFO conversation.

Eight Decision Moments, mapped to the subscriber lifecycle.

Each subscriber passes through a recurring set of moments where the broadcaster has both the opportunity and the data to act. The simulator quantifies the £ impact of acting at any of them.

ACQUIRE	KEEP	GROW
JOIN First 90 days. Onboarding & discovery.	BILL Payment moment. Dunning, recovery.	UPGRADE Tier-up signal. Nudges, bundles.
	CONSUME Engagement signal. Recommendations, re-engagement.	GROW Cross-sell trigger. Add-ons, attach.
	BIRTHDAY Anniversary trigger. Loyalty, milestones.	WINBACK Already churned. Discount, content.
	LEAVE Cancel intent. Save desk, alternatives.	

21 operational interventions, grounded in measurable industry effects.

Effect ranges are directional industry benchmarks — sized to be defensible in a CFO conversation, and tunable to your data. A confidence slider widens or tightens the bands; assumptions are visible, never hidden.

JOIN	Welcome onboarding series -1.0 to -1.5pp churn	LEAVE	Tier downgrade alternative Retains 15-25%, ARPU offset	UPGRADE	Bundle upgrade offer +3 to +6% bundle
JOIN	Content discovery nudge -0.3 to -0.8pp churn	LEAVE	Loyalty discount (3-month) Retains 20-35% of cancels	UPGRADE	Free-trial upgrade prompt +2 to +5% trial-to-paid
JOIN	Day-30 satisfaction check -0.4 to -0.9pp churn	WINBACK	Win-back discount offer Reactivates 8-12%	GROW	Add-on cross-sell +3 to +7% attach
BILL	Pre-decline card update -1.5 to -3.0pp churn	WINBACK	Win-back content highlight Reactivates 3-6%	GROW	Multi-product bundle +2 to +5% bundle
BILL	Smart retry sequencing -1.0 to -2.0pp churn	BIRTHDAY	Birthday message -0.3 to -0.7pp churn	CONSUME	Personalised recommendation -0.2 to -0.5pp churn
BILL	Soft offer at decline Recovers 15-25% of declines	BIRTHDAY	Anniversary upgrade offer +2 to +5% tier-up	CONSUME	Low-usage re-engagement -0.5 to -1.0pp churn
LEAVE	Save-desk pause offer Retains 20-30% of saves	UPGRADE	Targeted tier upgrade nudge +4 to +8% tier-up	CONSUME	Live event highlight -0.3 to -0.6pp churn

WHAT IT GIVES THE BUSINESS

Four answers, instantly, every CFO needs.

Every scenario produces these four numbers in real time. Each is decomposable: retention saves vs ARPU uplift vs reactivation contribution, so the question "where is the value coming from?" has a clean visual answer, not a hand-wave.

12-MONTH UPLIFT

£X.XM

Net additional revenue vs no-action baseline. The headline number for a budget conversation.

PER-SUBSCRIBER SLV

£XXX

Average lifetime value per subscriber in segment. Shows whether interventions are economic at the unit level.

PORTFOLIO SLV

£X.XM

Total SLV across the segment, with-vs-without comparison. Frames the investment-case at portfolio level.

PAYBACK vs CAC

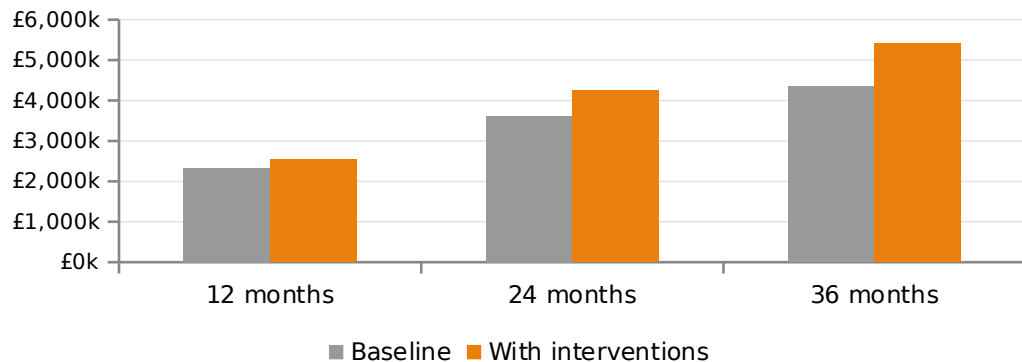
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Months for incremental contribution margin to recover acquisition cost. Improves as interventions retain better.

WORKED EXAMPLE

Engagement retention scenario, applied to a 50,000-subscriber portfolio.

Three CONSUME-moment interventions — personalised recommendation, low-usage re-engagement, live event highlight — applied to 25,000 actively-engaged subscribers. Baseline churn 4.0%, post-intervention 2.5%. The numbers below are illustrative output from the simulator, not committed projections.



UPLIFT VS BASELINE

12 months	£215k	+9.2%
24 months	£634k	+17.5%
36 months	£1.07M	+24.6%

The math is simple, transparent, and configurable.

Defensibility comes from your team's ability to argue with the model — not from black-box sophistication. Every assumption is visible in the UI, every effect range is shown alongside its central estimate, and every number can be traced back to its inputs in two clicks.

THE FORMULA

$$SLV = \sum ARPU \times \text{margin} \times (1 - \text{churn})^{(t-1/2)} \times (1 + r)^{-t}$$

- NPV-discounted survival sum across the time horizon
- Mid-month survival convention for fairness across short and long horizons
- Effect decomposition: retention save + ARPU uplift + reactivation, allocated proportionally

VISIBLE INPUTS

- Margin — % of ARPU retained as contribution (default 60%)
- Discount rate — annual NPV discount (default 10%)
- CAC — acquisition cost per subscriber (default £58)
- Effect-size confidence — slide left for conservative, right for optimistic ranges

What the alternative looks like.

The same intervention conversation, with and without the simulator. The difference isn't accuracy — it's speed, traceability, and the ability to disagree productively.

WITHOUT

Typical CFO conversation today

- Marketing presents an estimated uplift number; finance disputes it
- Argument runs 4–6 weeks while the campaign window slips
- Decision made on the loudest opinion, not the strongest math
- Post-launch: no clean baseline to measure outcomes against

WITH

Same conversation, faster and clearer

- Both teams see the same numbers, same assumptions, in 30 seconds
- Debate shifts from "the answer" to "the inputs" — productive ground
- Decision shipped same week, with a baseline to measure against
- Campaign reviews use the same model, closing the learning loop

Four to six weeks from data to live tool.

A bounded engagement that produces a deployed, calibrated, branded tool sitting alongside your subscriber data. Anyone in the business who needs to model an intervention before committing budget can use it.

WEEK 1-2

Data & calibration

Export segment-level aggregates.
Calibrate effect sizes against the last 12 months of campaign outcomes. Validate baseline numbers with finance.

WEEK 3-4

Customisation

Adapt the action library to your live campaign suite. Apply your branding.
Integrate with SSO if required. Connect to your subscriber data refresh cycle.

WEEK 5-6

Rollout

Train commercial, finance and retention teams. Run live workshops with real intervention questions on your real data.
Hand over to your business owner.

A 30-minute conversation is enough to know if it fits.

WE'D COVER THREE THINGS

- Your current process for sizing intervention impact, and where it breaks down
- The subscriber and campaign data you already have — and what's missing
- Whether the four hero metrics map to how your CFO conversations actually run

GET IN TOUCH

Singula Decisions

Subscriber Intelligence platform

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