The Revenue Ceiling Worksheet

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

Estimate what each part of your email marketing system earns today, what it could earn with sensible fixes, and what the gap is worth.

WHAT IT IS
A simple, honest estimate of the gap between current and achievable revenue from each stream. It uses your numbers and conservative targets, not industry hype.

HOW TO USE IT
1. Pull last full month's revenue by stream from your platform. 2. Set a modest target for each. 3. Subtract to get the gap. 4. Total it. 5. Use it to rank what to fix first.

BE CAREFUL
Attribution differs between tools. Use one method and keep it the same each time. Treat the result as a range for decisions, not a forecast.

Setting a realistic target

START FROM	MOVE BY	BECAUSE
Your own best month or best similar flow	A modest step, such as 10 to 30 percent	Targets based on your own results are believable and easier to reach.
A known fix, such as a missing email	Estimate the extra orders per month times average order value	Each fix has a clear mechanism you can check.

Do not copy another brand's numbers. Every store has a different list, product and buying cycle.

Revenue by stream

SAMPLE DATA

Use monthly figures. The gap is the target minus the current revenue. Sample data is for a small home goods shop.

STREAM	CURRENT MONTHLY REVENUE	TARGET MONTHLY REVENUE	GAP	MAIN LEVER
Welcome flow	$4,200	$6,300	$2,100	Add a second email and a reply invitation
Cart reminder	$3,100	$4,500	$1,400	Test timing and add shipping cost
Post-purchase flow	$1,300	$2,600	$1,300	Add a care email and a reorder reminder
Win-back flow	$600	$1,500	$900	Better offer and honest check-in
Campaigns	$7,800	$9,000	$1,200	Segment by engagement, send less to inactive

The ceiling summary

SAMPLE DATA

Add up the streams and put the result in context. Fill the blanks in the right-hand column.

MEASURE	YOUR FIGURE
Current monthly email revenue	$17,000
Target monthly email revenue	$23,900
Monthly gap	$6,900
Annual gap (monthly gap times 12)	$82,800
Email share of total store revenue	Sample: 28 percent
Biggest single gap	Post-purchase flow, 100 percent growth from a low base

Action plan and review rhythm

SAMPLE DATA

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1	Add a second post-purchase email and a reorder reminder	Post-purchase gap	Medium	High	Email manager	Month 1
2	Test cart reminder timing and add shipping cost	Cart reminder gap	Low	High	Email manager	Month 1
3	Segment campaigns by engagement	Campaigns gap	Medium	Medium	Email manager	Month 2
4						

Review rhythm

QUARTERLY
Update current revenue and the gap.

AFTER A BIG FIX
Compare the stream before and after, using the same method.

YEARLY
Reset targets from the new baseline.

Next: the EE Index brings every model together into one score.