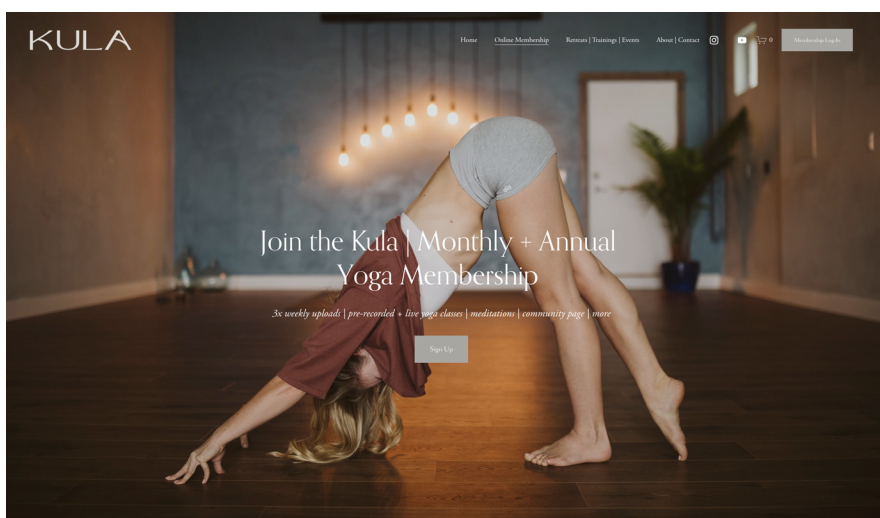


USCREEN SUCCESS STORIES

# How The Collective Kula Created a Better Member Experience with a Plus Upgrade



**\$20k+**

MONTHLY REVENUE

**580+**

ACTIVE SUBSCRIBERS

**81%**

REVENUE GROWTH (PAST 3 MONTHS)



**A huge part of my brand, and something I think my people really appreciate, is that I ask what they want and then implement it. Member feedback helps me turn Kula into a space they love, and they're excited to be part of the growth.**

## Meet Collective Kula

The Collective Kula is a community-focused membership platform that helps yogis deepen their practice with online classes and in-person retreats. Founder Nicole Wild launched with Uscreen in 2020, and used live streaming and apps to grow her platform into a thriving revenue stream making \$20k a month.

As a first-time online business owner, Nicole Wild's plan was to start small and add to her platform based on member feedback - so she signed up with Uscreen's Live Streaming Plus plan. Her audience quickly asked for more features, so she upgraded to the 1 App Plus plan, complete with a new set of capabilities to help her grow.



## Features Designed to Scale

### → Live streaming on the platform creates new ways to monetize.

Before Uscreen, Nicole hosted live sessions on Instagram. Not only was it tough to redirect viewers off-platform, but it meant she was only monetizing her live streams with donations.

Now, Collective Kula's native live streaming feature offers members an efficient, user-friendly way to participate in yoga classes, Q&As, meditations, and more.

When she hosted Collective Kula's first live event with Uscreen, she made it public and emailed all participants a link for a free month - over 50 people

### → Adding apps creates an all-in-one membership experience.

People can use their iOS devices to access the entire catalog of pre-recorded classes, chat in the built-in community forum, and participate in Nicole's live streams.

She started with an iOS app- and it's doing so well that she's now planning to launch more. More apps creates the potential for more subscribers - it's a smart business move.

### → A dedicated UscreenPlus account manager helps take the overwhelm out of scaling.

Growing a business is a lot of work, and the personalized support from Nicole's UscreenPlus account manager helps keep The Collective Kula running smoothly.

## The Results

**In Collective Kula's first year at Uscreen, they gained over 400 subscribers - and they've been growing ever since.**

Native live streaming capabilities changed the game. By using live streaming as a marketing tool, she's introduced a new wave of interested viewers to her platform. The combo of website and apps has helped Nicole make more money on her recorded content, and the account manager means every part of the business gets the attention it needs to consistently grow and expand.

**Investing back into Collective Kula with the 1 App Plus upgrade was a stepping stone that opened up a new level of revenue.**

