



## USER SUCCESS STORY

Ring Rust Radio  
grew their annual  
Patreon income by  
**\$1200** with **One** Live  
GetVokl Broadcast





## THE CHALLENGE

# How to jump out of their Earnings Plateau?

Ring Rust Radio has a strong, loyal Patreon patronage, going on eight years. They produce Ring a weekly radio show that features in-depth analysis of professional wrestling. Always on the look out for new ways to increase their earning and audience potential, they decided to try out an exclusive GetVokl Live Event for their \$5/month Tier

BECOME A PATRON OF  
**Ring Rust Radio**

**Monthly Poll & Fantasy Draft Card Voter**

**\$1**  
PER MONTH

You'll be able to participate in the monthly RRR poll and maybe even get your comments read on air! You will also be able to vote in our WWE PPV match draft poll and our quarterly MEGA drafts! Whenever we post a RRR Secret File, you'll gain access to that audio too!

Select

**THE ULTIMATE PACKAGE!**

**\$5**  
PER MONTH

You will receive:

1. First-access audio to our interviews, Ring Rust Retro, Ring Rust Match Commentary and more bonus recordings

[Show more](#)

Select



## THE RESULTS

# 20% Overall Increase in \$5/Month Tier Patrons (Tier-ups, Reactivations and New Monthly Patrons)



**11%** Increase in new  
\$5/month Tier  
Patrons.

**5%** Increase in \$1/month  
Tier to \$5/month Tier  
Patrons.

**4%** Increase in  
(unsubscribed) Patrons  
resubscribing at \$5/month  
Tier.



## HOW IT WORKED

“ We were really surprised and excited by how successful this event was!

Our patrons loved being able to go live with us, and be part of the show. We are now committed to doing a monthly show!



Host: Donald Wood

- Ring Rust Radio promoted the event to their social media followers and their Patreon member list.
- Subscribed patrons were able to join the Live Patreon-Exclusive Ring Rust Radio Event on the GetVokl website or via the GetVokl App.
- Subscribed patrons were able to engage directly with the Ring Rust Radio creators, by camming up or via chat.
- The show was recorded and can be viewed, or listened to, on-demand by Ring Rust Radio subscribed patrons.

