



A SIMPLE STARTING POINT

The 5 Hidden Revenue Questions

A practical worksheet for spotting overlooked revenue opportunities already hiding inside your customer journey.

Core idea: Every brand interaction creates an opportunity. The question is whether your business is capturing it.

Use this guide with your leadership, product, marketing, operations or frontline teams. Do not start by asking, “What can we sell?” Start by asking, “What is the customer already doing, needing or valuing?”

Hidden Revenue Studio | Customer Experience x Monetization Strategy

How to use this guide

Hidden revenue is rarely one giant idea waiting to be discovered. More often, it appears as small signals across the customer journey: repeat visits, unanswered questions, unused traffic, adjacent needs, abandoned moments and customer behaviors the business has learned to accept as “normal.”

Work through these five questions using a specific customer journey, location, product line or audience. Capture observations first. Evaluate ideas second.

Tip: Look beyond direct sales. Monetization can include new products, bundles, services, memberships, partnerships, referrals, education, premium experiences, loyalty mechanics and better conversion of existing demand.

The 5 questions

1. Where are customers engaging without purchasing?
2. What do customers repeatedly ask for, struggle with or need help understanding?
3. What happens immediately before and after the purchase?
4. Who else benefits from access to this customer or moment?
5. What customer behavior are we currently treating as “non-revenue”?

QUESTION 01

Where are customers engaging without purchasing?

Look for valuable attention that the business currently treats as a dead end. This might be repeat store visits, website browsing, free events, product demos, waiting time, social engagement or customers accompanying the actual buyer.

Example: A family repeatedly visits a retail store because the experience itself is entertaining. Instead of treating those visits as zero-value traffic, the business could test education, loyalty, starter bundles or partner offers that build toward a future purchase.

DISCUSSION PROMPTS

- Where do customers spend time with us without transacting?
- Which non-buying visitors come back repeatedly?
- What value are they getting from the interaction today?
- What would make a natural next step feel useful rather than forced?

What did you notice?

Potential revenue idea(s):

QUESTION 02

What do customers repeatedly ask for, struggle with or need help understanding?

Repeated questions are demand signals. Education, guidance and friction reduction can become products, services, bundles or conversion tools when customers consistently need help making a decision or succeeding after purchase.

Look for the phrase: “Customers always ask us...” That sentence often points directly toward an unmet need.

DISCUSSION PROMPTS

- What questions do frontline teams answer every day?
- Where do customers hesitate because they lack confidence?
- What mistakes create returns, churn or dissatisfaction?
- Could education itself become part of the offer?

What did you notice?

Potential revenue idea(s):

QUESTION 03

What happens immediately before and after the purchase?

Businesses often optimize the transaction while ignoring the moments surrounding it. Pre-purchase preparation and post-purchase success can reveal high-value add-ons, services, replenishment, onboarding, upgrades and complementary offers.

Map the customer's job, not just your product. The revenue opportunity may sit one step before or one step after what you currently sell.

DISCUSSION PROMPTS

- What does the customer need to prepare before buying?
- What do they need next after the core purchase?
- What do they currently leave us to buy elsewhere?
- Where could a bundle simplify the experience?

What did you notice?

Potential revenue idea(s):

QUESTION 04

Who else benefits from access to this customer or moment?

Not every new revenue stream has to come directly from the customer. Complementary businesses may value the same audience, location, occasion or need. Thoughtful partnerships can create new value without diluting the customer experience.

The test: the partnership should feel like a useful extension of the experience, not an advertisement pasted onto it.

DISCUSSION PROMPTS

- Which businesses serve the same customer before or after us?
- What local or national brands are naturally complementary?
- Could a referral, bundle, sponsorship or reciprocal offer help both sides?
- What partnership would genuinely improve the customer journey?

What did you notice?

Potential revenue idea(s):

QUESTION 05

What customer behavior are we currently treating as “non-revenue”?

Challenge the assumptions your business has normalized. Returns, browsing, waiting, repeat questions, abandoned carts, free consultations, children accompanying parents, inactive members and even customer complaints can contain valuable commercial insight.

Hidden revenue starts with reframing. The goal is not to monetize every interaction; it is to identify interactions where creating more customer value could also create more business value.

DISCUSSION PROMPTS

- What behavior have we stopped questioning because “that’s just how customers are”?
- Where are we providing value for free without a strategic reason?
- What data or insight are we collecting but not acting on?
- Which behavior could become a testable opportunity if viewed differently?

What did you notice?

Potential revenue idea(s):

Turn observations into experiments

Do not implement every idea. Prioritize the opportunities that create meaningful customer value and can be tested with relatively low risk.

Opportunity	Customer value	Revenue potential	Ease to test	Priority

A strong first test should answer a specific question: *Will customers use this, value this or pay for this?* Keep the test small enough that learning is inexpensive.

Suggested next step: Choose one opportunity. Define the customer behavior you expect to change, the smallest version you can test, and the metric that would tell you whether to continue.



Every brand interaction creates an opportunity.

The question is whether your business is capturing it.

Hidden Revenue Studio helps businesses uncover overlooked customer behaviors, experiences and partnerships - and turn them into practical, testable revenue opportunities.

Brittany Marsh

Founder, Hidden Revenue Studio

Calgary, Alberta

Brittany.Lynn.marsh@gmail.com

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