



How a Wellness Influencer Built a Fully Owned Digital Business in One Engagement

Web, iOS app, live streaming, subscriptions, and content management — all under one brand, independent of third-party platforms

100%

OWNED PLATFORM

Fully independent of YouTube, Instagram, or any third party

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SUBSCRIPTION

Single subscription covers all content formats

5-in-1

DELIVERY

Web, mobile, live streaming, video hosting, subscriptions

INDUSTRY

Creator Economy / Wellness

PLATFORMS

Web + iOS App (App Store)

AI CAPABILITY

Content Management + Live Streaming

TIMELINE

Ongoing partnership

Challenge

A prominent fitness and wellness influencer with an established audience and multiple content formats — live sessions, recorded videos, books, recipes, meditations — had no single platform to deliver everything and monetise directly.

Revenue depended on third-party platforms she didn't control. Content was scattered across different services. There was no owned business asset — just a collection of presences on platforms that could change their terms or algorithms at any time.

Solution

DTS built a complete turnkey platform: branded website, iOS app published in the App Store, content management dashboard, live streaming capability, video hosting, and a subscription service.

All content types live in one place under her brand. Subscribers pay for access to everything through a single subscription. The creator manages content and analytics through a dedicated dashboard — full control over her business without depending on any third-party platform.



Results



Fully owned digital business

Independent of YouTube, Instagram, or any third-party platform



Live and generating revenue

Platform described as producing consistent, meaningful income



One subscription, all content

Streamlined monetisation across every format — video, live, books, recipes



End-to-end delivery

Web, mobile, App Store, live streaming, subscriptions — one engagement

