

Premium Content: Flexible Packaging That Fuels Growth

Premium Content gives organizations new ways to monetize learning while keeping the learner journey seamless and intuitive. By gating content within courses, learners can begin their journey with free or trial access, then unlock the full experience by purchasing premium content. This approach encourages upselling supplemental resources, supports limited course trials, and drives incremental revenue, all while guiding learners through a curated path that unlocks value at just the right moment.

For organizations, Premium Content introduces flexible monetization models, tighter control over course packaging, and the ability to maximize the revenue potential of existing programs without disrupting current eCommerce workflows.



Key Features



Premium Content Designation

Flag lessons, modules, or resources as “Premium” to control access.



Clear Learner Visibility

Learners can see locked content, understand unlock criteria, and take the right steps to access it.



Seamless Purchase Flow

Purchases happen directly in your existing eCommerce system, with no disruption to workflows.



Automatic Unlocks

Once purchase or external criteria are met, the content is instantly available within BenchPrep.

Benefits

For Learners

- **Try Before You Buy:**
Start a course with free or trial access, then unlock the rest when ready to continue.
- **Seamless Unlocking:**
Clearly see which lessons are premium and gain instant access once purchased.
- **Curated Experience:**
Explore content at their own pace, with upsell opportunities surfaced naturally in the learning journey.

For Organizations

- **Drive Incremental Revenue:**
Convert free users into paying customers by gating advanced or premium content.
- **Maximize Course Value:**
Repackage existing assets into trials, supplemental add-ons, or premium tiers.
- **Differentiate in the Market:**
Offer flexible trial-to-paid models that keep learners engaged and increase retention.

Monetize Smarter, Unlock Richer Learning

See how Premium Content can help you open new revenue streams and deliver seamless, personalized learner journeys.

[Book a Demo](#)

For Administrators

- **Flexible Packaging:**
Control which content is premium and align offerings to strategic goals.
- **Integration Ready:**
Keep existing eCommerce systems in place without adding complexity.
- **Actionable Insights:**
See how learners engage with premium content and where demand is strongest.

