

The Infoproduct Cheat Sheet

10 Rules From the Top 5% of Digital Products (Based on 146,197 Products Scraped)

InsightRaider — 2026-02-22

You're about to launch a digital product. There's a 73% chance it'll make less than \$100. We know — because we scraped 146,197 of them. Here's how to be in the other 27%.

Built by Yoann, a solo dev who got tired of seeing infopreneurs launch blind. InsightRaider scrapes digital product platforms daily — Gumroad today, Systeme.io and Whop next. This report is based on 146,197 real products. No Stripe screenshots, no guru claims. Just data.

Let's start with the uncomfortable truth.

Part 1: The Uncomfortable Truth

| Revenue Bucket | Products | Total Revenue | % of All Revenue |
|----------------|----------|---------------|------------------|
| \$0 | 65,258 | \$0 | 0.0% |
| \$1-\$99 | 41,131 | \$1.2M | 0.7% |
| \$100-\$999 | 17,527 | \$5.8M | 3.4% |
| \$1K-\$10K | 5,958 | \$18.5M | 10.7% |
| \$10K-\$100K | 1,366 | \$37.1M | 21.5% |
| \$100K+ | 173 | \$109.6M | 63.7% |

173 products capture **63.7%** of all revenue. The rest split the crumbs.

If you're reading this, you're probably in the left column. Not because your product sucks — but because nobody told you the rules.

The top 5% aren't geniuses. They just follow 10 patterns you can copy. But first — the fastest shortcut.

Part 2: Steal Ideas From Angry Customers

You don't need to invent anything. You need to find products where customers already pay — and hate the experience.

Across **309 high-revenue products**, customers are paying — and complaining. Each one is a validated idea with a built-in improvement roadmap.

The Trinity: 3 Online Businesses that always su... (4.1★, \$205K est.) *"nothing new or you can get from gtp, just the most saturated niches"* — 2★ *"Not worth the cost"* — 1★ **Your move:** Customers want this product but hate the experience.

Procreate Line Art and Architecture Brush Suite ** (4.4★, \$81K est.) *"I don't receive 1000 brush !!"* — 1★ *"I purchased a package including hatches, blocks and brushes and only recieved a few block and not what I paid for please contact me as soon as possible"* — 1★ **Your move:**** Customers want this product but hate the experience.

Grokking the Java Interview (4.0★, \$26K est.) *"I like the effort to collect good questions but answers are very poor and only scratches the surface. It requires the research. Coding questions do not contains code solutions."* — 2★ *"Still not able to download the PDF file."* — 1★ **Your move:** Customers want this product but hate the experience.

Floor Plan Rendering Toolkit (Photoshop) (4.4★, \$12K est.) *"This was not what I had hoped for. I'm sorry to say that it was not worth the \$9.99."* — 1★ **Your move:** Customers want this product but hate the experience.

Female Democracy Armor [VRChat] (4.4★, \$9K est.) *"The most iconic part of the outfit being the cape and helmet only have texturing on one side and the helmet isn't connected to it's root. The outfit itself is good and you can easily retexture it fit"* — 2★ **Your move:** Customers want this product but hate the experience.

These are 5 of **309** products where customers pay and complain. [Browse all 309 → insightraider.com/cheat-sheet](https://insightraider.com/cheat-sheet)

Part 3: 10 Things \$10K+ Products Do That You Don't

Found a product to improve? Good. Now make sure yours follows the playbook. We mined 64,000+ product detail pages (covers, descriptions, star distributions, pricing) to find them.

Rule #1: Use 2-3 Cover Images (15x Revenue)

| Cover Images | Products | Avg Revenue | Avg Reviews |
|--------------|----------|-------------|-------------|
| 0 covers | 3,468 | \$252 | 1.4 |
| 1 cover | 75,468 | \$779 | 3.9 |
| 2-3 covers | 19,129 | \$4K | 6.1 |
| 4-5 covers | 12,765 | \$1K | 9.3 |
| 6+ covers | 19,294 | \$1K | 10.7 |

Do this: Add **2-3 covers** to your product page. That's **15x more revenue** than 0 covers. More isn't better — quality beats quantity.

Rule #2: Don't Chase 5-Star Perfection

Among products with 50+ reviews:

| 5-Star % | Products | Avg Revenue | Avg Reviews |
|---------------------|----------------|-------------|-------------|
| 70-89% five-star | 392 (n=392) | \$170K | 132.4 |
| 90-100% five-star | 2,146 (n=2146) | \$22K | 161.8 |
| 50-69% five-star | 26 (n=26) | \$15K | 98.2 |
| Under 50% five-star | 4 (n=4) | \$2K | 85.8 |

Do this: Stop worrying about negative reviews. Products with **70-89% five-star ratings** massively outperform "perfect" ones. A 4.2 with honest feedback looks authentic — a 5.0 looks suspicious.

Note: "50-69% five-star" (n=26), "Under 50% five-star" (n=4) based on small samples. Treat as directional, not definitive.

Rule #3: Let Buyers Name Their Price

| Pricing Model | Products | Avg Revenue | Median Sales |
|---------------|----------|-------------|--------------|
| Fixed Price | 101,633 | \$931 | 0 |
| PWYW | 29,780 | \$3K | 1 |

Do this: Enable “Pay What You Want.” **2.8x more revenue** on average. When buyers choose their price, they pay more than suggested — and feel better about the purchase.

Rule #4: Name It What It Is (Premium Keywords Win)

| Keyword in Title | Products | Avg Revenue |
|------------------|----------|-------------|
| ai | 10,861 | \$6K |
| blender | 918 | \$3K |
| playbook | 399 | \$2K |
| notion | 2,231 | \$2K |
| course | 1,439 | \$2K |
| chatgpt | 453 | \$2K |
| figma | 332 | \$2K |
| prompt | 788 | \$2K |
| bundle | 4,416 | \$2K |
| masterclass | 327 | \$2K |
| guide | 4,275 | \$1K |
| toolkit | 387 | \$1K |

Do this: “ai” products average \$6K. Products with “AI” or “blender” in the title average \$3-6K — but that’s because they ARE premium tools, not because of the word. Match your title to what your product actually does. Generic terms like “guide” and “toolkit” signal low value.

Correlation, not causation. AI products tend to be premium tools — not every product benefits from the word “AI” in its title. Use keywords that match your product’s actual value.

Rule #5: Write 5,000+ Characters (20x Revenue)

| Description Length | Products | Avg Revenue | Avg Reviews |
|--------------------|----------|-------------|-------------|
| Short (<500) | 39,503 | \$214 | 2.7 |
| Medium (500-2K) | 55,135 | \$2K | 5.1 |
| Long (2K-5K) | 25,971 | \$1K | 7.4 |
| Very long (5K+) | 8,953 | \$4K | 18.2 |

Do this: Write very long (5k+) descriptions. That’s **20x more revenue** than short (<500). Think landing page, not caption: features, testimonials, FAQs, comparison tables.

Rule #6: Build a Catalog

| Portfolio Size | Sellers | Avg Rev/Product | Median Revenue |
|----------------|---------|-----------------|----------------|
| 1 product | 24,668 | \$3K | \$3 |
| 2-3 products | 9,343 | \$1K | \$13 |
| 4-10 products | 5,012 | \$1K | \$25 |
| 11+ products | 1,791 | \$833 | \$28 |

Do this: Median revenue jumps from \$3 to \$28 (9x). Don't bet on one product. Build to 3+ products within 6 months — portfolio sellers have a much higher revenue floor.

Rule #7: Price for Value — \$100+ Dominates

The price bracket that generates the highest average revenue per product in each category:

| Category | Best Price Range | Avg Revenue |
|-------------------------|------------------|-------------|
| 3D | \$100+ | \$20K |
| Audio | \$100+ | \$7K |
| Business & Money | \$100+ | \$17K |
| Comics & Graphic Novels | \$100+ | \$15K |
| Design | \$100+ | \$6K |
| Drawing & Painting | \$100+ | \$5K |
| Education | \$100+ | \$5K |
| Fiction Books | \$100+ | \$2K |
| Films | \$100+ | \$13K |
| Fitness & Health | \$100+ | \$6K |
| Gaming | \$100+ | \$11K |
| Music & Sound Design | \$100+ | \$2K |
| Other | \$100+ | \$2K |
| Photography | \$100+ | \$904 |
| Recorded Music | \$10-\$29 | \$60 |
| Self-Improvement | \$100+ | \$7K |
| Software Development | \$100+ | \$106K |
| Writing & Publishing | \$100+ | \$10K |

In 17 out of 18 categories, the \$100+ bracket generates the most revenue. The only exceptions: Recorded Music (\$10-\$29).

Do this: If your product solves a real problem, don't underprice it. The \$30-\$99 range works for first-time creators testing the market — but the data says premium wins.

Rule #8: Offer a Refund Policy

| Refund Policy | Products | Avg Revenue |
|------------------------------|--------------------|-------------|
| 6-Month Money Back Guarantee | 29 (n=29) | \$64K |
| 30-Day Money Back Guarantee | 1,255 (n=1255) | \$6K |
| No Refunds Allowed | 14,170 (n=14170) | \$6K |
| 14-Day Money Back Guarantee | 357 (n=357) | \$3K |
| 7-Day Money Back Guarantee | 633 (n=633) | \$3K |
| Not Specified | 113,680 (n=113680) | \$701 |

Do this: Products with **6-Month Money Back Guarantee** policy average \$64K. A refund guarantee removes purchase anxiety — and buyers rarely use it.

Note: "6-Month Money Back Guarantee" (n=29) based on small samples. Treat as directional, not definitive. The pattern holds: any refund policy outperforms no policy.

Rule #9: Don't Bundle Blindly

| Type | Products | Avg Revenue | Avg Price |
|--------------|----------|-------------|-----------|
| Solo product | 128,094 | \$1K | \$40 |
| Bundle | 2,030 | \$403 | \$76 |

Do this: Bundles charge ~2x the price (\$76 vs \$40) but generate **less revenue** (\$403 vs \$1K). Only bundle if your solo products already sell. A bundle without proven components is just a higher price tag on an unknown.

Rule #10: Offer Multiple Pricing Tiers

| Pricing Tiers | Products | Avg Revenue |
|---------------|----------|-------------|
| 2-3 tiers | 11,768 | \$2K |
| Single tier | 115,255 | \$1K |
| 4+ tiers | 3,101 | \$1K |

Do this: Products with **2-3 tiers** average \$2K. Give buyers a Basic / Pro / Premium choice — the middle option anchors purchases higher. **Pick any product. How many rules does it follow?** [Score your competitor → insightraider.com/cheat-sheet](https://insightraider.com/cheat-sheet)

Part 4: Your Niche Playbook

You know the rules. Now pick your battlefield. These 5 niches have the best combination of revenue, demand, and room for new entrants.

#1 – Software Development

\$67.0M total revenue | Median price: \$9 | \$20K/seller | 9,997 products

Crowded (3,406 sellers). Volume market – speed matters. 20% are free – consider a freemium funnel.

| Product | Creator | Price | Est. Revenue |
|-------------------------------------|----------------------|-------|--------------|
| Dracula PRO | Dracula | \$80 | \$630K |
| BatFi – Increase Your Mac's Bat... | Micropixels Software | \$15 | \$353K |
| 🌟 Vivid - Double your MacBook Pr... | Jordi Bruin | \$10 | \$298K |

Launch here: Price your product **\$100+** (avg revenue: \$106K). 3,406 sellers in this niche.

#2 – 3D

\$18.1M total revenue | Median price: \$15 | \$6K/seller | 9,997 products

Crowded (3,189 sellers). Quality-driven – invest in polish.

| Product | Creator | Price | Est. Revenue |
|-------------------------------------|----------------------|--------|--------------|
| Grant by Kanneri (+ GREEN OPTIS)... | Kanneri | \$5000 | \$2.0M |
| Truebones FBX/.BVH ZOO. Over 75 ... | Truebones Motions... | \$100 | \$724K |
| Maneki by Kanneri (FEMBOY PC O... | Kanneri | \$5000 | \$625K |

Launch here: Price your product **\$100+** (avg revenue: \$20K). 3,189 sellers in this niche.

#3 – Drawing & Painting

\$7.3M total revenue | Median price: \$10 | \$3K/seller | 9,999 products

Moderate competition (2,687 sellers). Quality-driven – invest in polish.

| Product | Creator | Price | Est. Revenue |
|-------------------------------------|----------------------|-------|--------------|
| The Ultimate Realism Pack with a... | Laura H. Rubin | \$29 | \$541K |
| Big Procreate Brushes Bundle – 2... | Friday Supply Sho... | \$300 | \$410K |
| Accuracy – a drawing guide on ge... | Dorian Iten | \$19 | \$382K |

Launch here: Price your product **\$100+** (avg revenue: \$5K). 2,687 sellers in this niche.

#4 – Business & Money

\$17.8M total revenue | Median price: \$15 | \$3K/seller | 9,997 products

Crowded (5,738 sellers). Volume market – speed matters.

| Product | Creator | Price | Est. Revenue |
|-------------------------------------|----------------------|-------|--------------|
| Indicator Bundle Pack! (82% Off) | Trade Confident | \$399 | \$1.6M |
| The Art of X: Build a Business T... | STRONGLAND Publis... | \$198 | \$1.6M |
| Small Bets - Lifetime Membership | Daniel Vassallo | \$180 | \$1.3M |

Launch here: Price your product **\$100+** (avg revenue: \$17K). 5,738 sellers in this niche.

#5 – Design

\$10.1M total revenue | Median price: \$19 | \$3K/seller | 9,997 products

Crowded (3,663 sellers). Volume market – speed matters.

| Product | Creator | Price | Est. Revenue |
|--------------------------|----------------------|-------|--------------|
| Armorsmith Designer | The Armored Garage | \$40 | \$1.1M |
| Logo Package Express 3.0 | Logo Package | \$149 | \$874K |
| Mosh-Pro | Airtight Interactive | \$49 | \$630K |

Launch here: Price your product **\$100+** (avg revenue: \$6K). 3,663 sellers in this niche.

Proof: A Product That Follows the Rules

Theory is nice. Here's what it looks like in practice.

Logo Package Express 3.0 by Logo Package | Design | \$874K est. revenue

This product follows **3/5 key rules** from our playbook:

✅ #1 Price \$100+: \$149 ✅ #2 Covers 2-3: 3 images ✅ #3 Description 5K+ chars: 5,600 ❌ #4 Pay What You Want ❌ #5 Rating 70-89% five-star: 4.9

[Find a model product in your niche → insightraider.com/cheat-sheet](https://insightraider.com/cheat-sheet)

Your Product Score Card

Now score any product (yours or a competitor's) against all 10 rules:

| # | Rule | Pass? |
|----|---------------------------------|-------|
| 1 | Price \$100+ | |
| 2 | 2-3 cover images | |
| 3 | Description 5,000+ chars | |
| 4 | Pay What You Want enabled | |
| 5 | 70-89% five-star ratings | |
| 6 | 2-3 pricing tiers | |
| 7 | Refund policy displayed | |
| 8 | Premium keyword in title | |
| 9 | Creator has 3+ products | |
| 10 | Standalone (not a blind bundle) | |

8-10: You're in the top 5%. Keep optimizing.

5-7: Fix the gaps — each rule you add compounds revenue.

Under 5: Rebuild before you promote. Traffic won't fix a weak product.

[Score any product automatically → insightraider.com/cheat-sheet](https://insightraider.com/cheat-sheet)

Part 5: Your Monday Plan

You've read the data. Here's what to do with it — in one hour:

- 1. Filter angry-customer products in your niche** — sign up at insightraider.com/cheat-sheet, filter rating < 4.5 and revenue > \$10K. You'll see products where customers pay and complain.
 - 2. Pick 3 products and read their 1-star reviews** — spend 20 minutes. Write down the 3 most common complaints. That's your product spec.
 - 3. Find a model product** — filter rating > 4.0, revenue > \$5K. Check how many of the 10 rules it follows. That's your template.
 - 4. Price at \$100+, enable Pay What You Want, write 5,000+ characters** — the data says this combination generates 10-15x more than the median.
 - 5. Launch and iterate** — list on Gumroad, get 10 reviews, then adjust. Track your competitors on InsightRaider to see what changes weekly.
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This Report Is Already Out of Date.

You're reading a snapshot from 2026-02-22. Since we generated it: - New products launched. Some of the 309 angry-customer opportunities got fixed. - Prices shifted. Niches reshuffled. - The data moved on. This PDF didn't.

InsightRaider updates daily. The products, the rankings, the angry-customer list — all live.

| This Report | InsightRaider |
|----------------------------------|---------------------------------------|
| 5 of 309 angry-customer products | All 309, filterable |
| Top 5 niches (frozen) | 18 niches, updated daily |
| 1 model product | Score any product against 10 rules |
| Static PDF | Live dashboard, price history, alerts |

[See what changed since 2026-02-22 → insightraider.com](#)

This is the **February 2026 edition**. Every month, we publish updated data: new angry-customer products, shifting niches, emerging trends. Get the next edition free → [insightraider.com/cheat-sheet](#)

Methodology

InsightRaider crawls digital product platforms daily. This edition covers Gumroad Discover across all 18 categories (Systeme.io and Whop coming next). Revenue estimated as $(sales_count \text{ or } rating_count) \times price$. For 64,000+ products, we extract detailed metadata (covers, descriptions, star distributions, pricing options).

Composite Score

| Weight | Metric |
|--------|--|
| 35% | Total estimated revenue |
| 25% | Average revenue per product |
| 15% | Average revenue per seller |
| 15% | Hot product ratio (rating \geq 4.0, 50+ reviews) |
| 10% | Average rating |

Limitations

- Products in 2 categories count in both
- Sales data available for ~55% of products
- PWYW products counted at suggested price
- Detail metadata for ~44% of products

InsightRaider tracks 146,197+ products in real time — daily scraping, price history, trend detection, competitive analysis.

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