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# Core Benchmarks

### **Revenue Churn Rates Broken down by Average Revenue Per Customer**

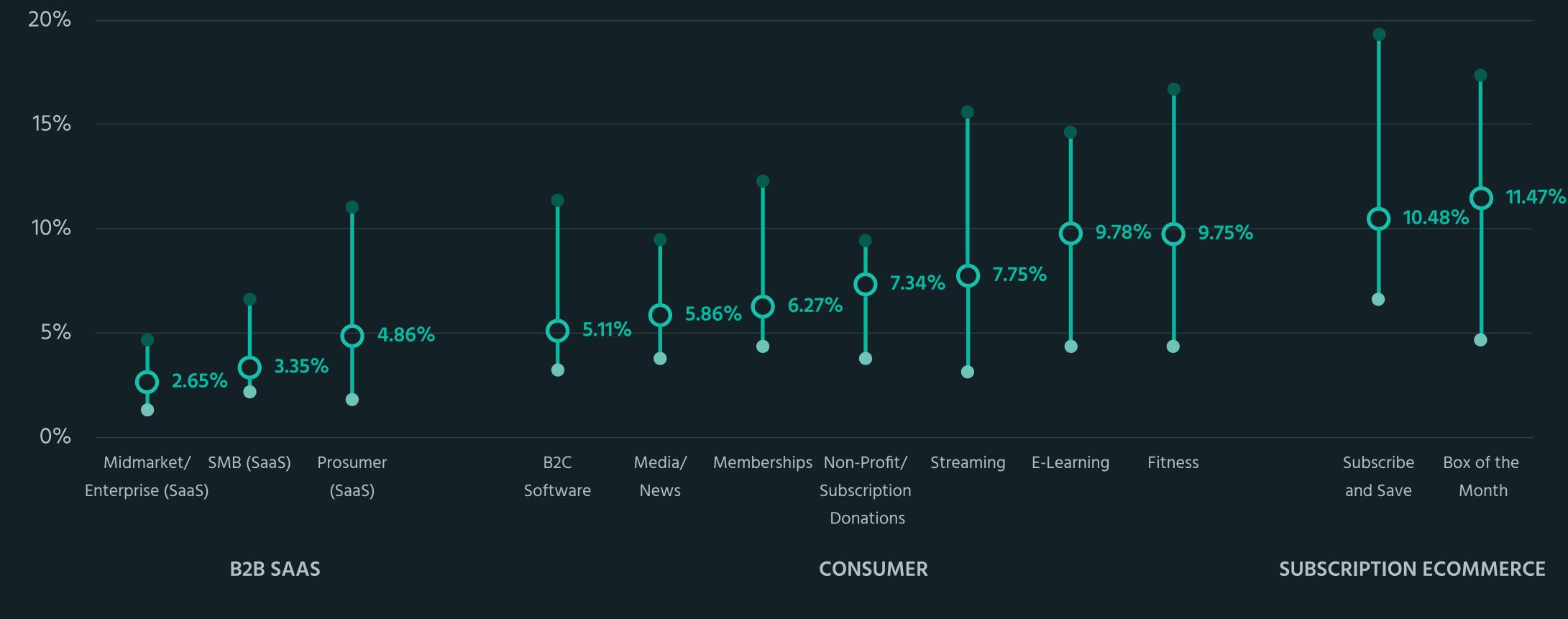


• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### MONTHLY AVERAGE REVENUE PER CUSTOMER

#### **Revenue Churn Rates Broken down by** Industry



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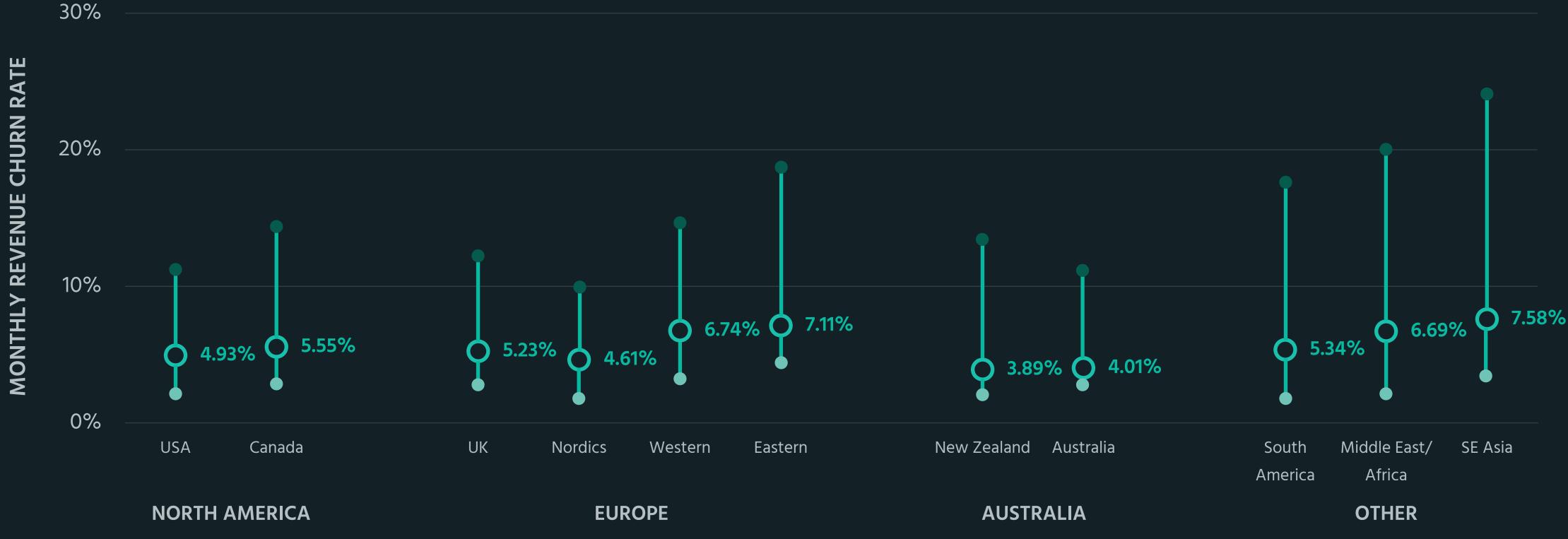
**MONTHLY REVENUE CHURN RATE** 

• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

INDUSTRY AND VERTICAL

### **Revenue Churn Rates Broken down by Region/Continent**



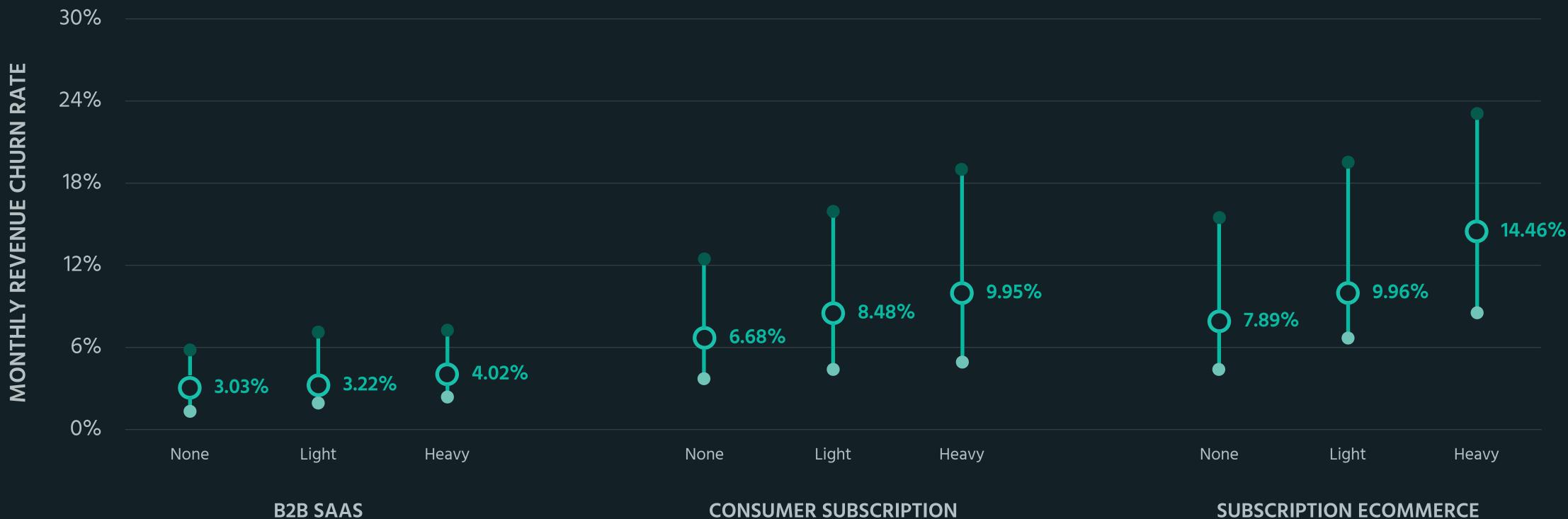
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**REGION OR CONTINENT** 

• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

### **Revenue Churn Rates Broken down by Funding Amount**



• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### **CONSUMER SUBSCRIPTION**

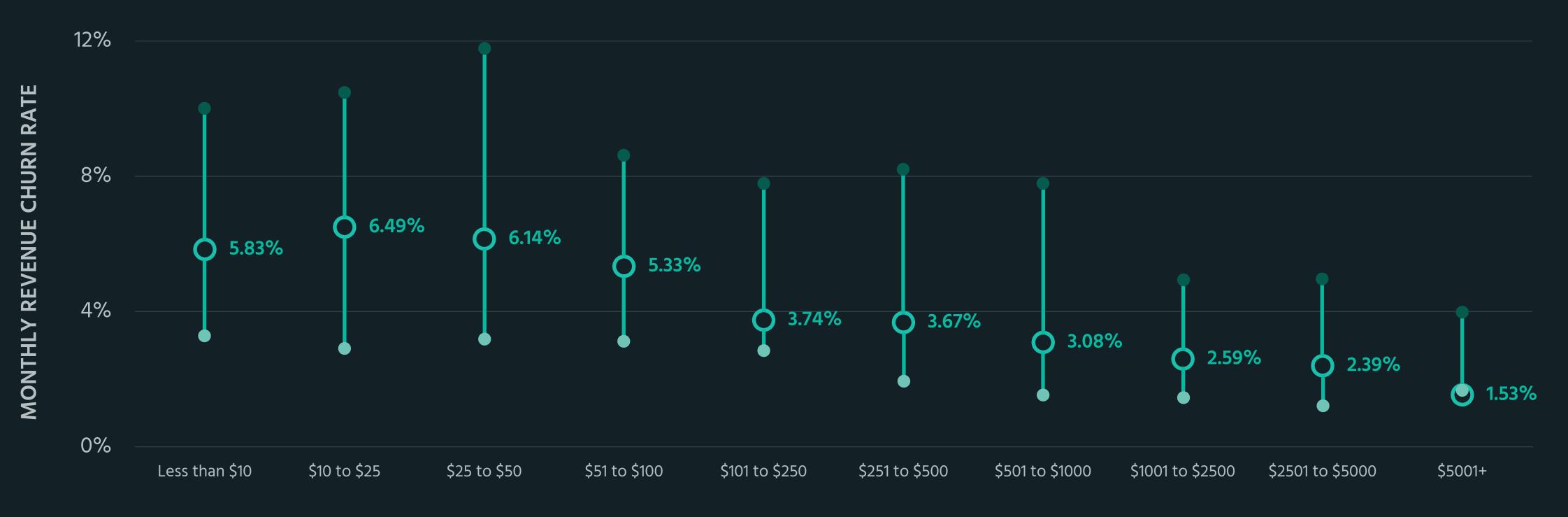
#### SUBSCRIPTION ECOMMERCE

#### **INDUSTRY AND LEVEL OF FUNDING**

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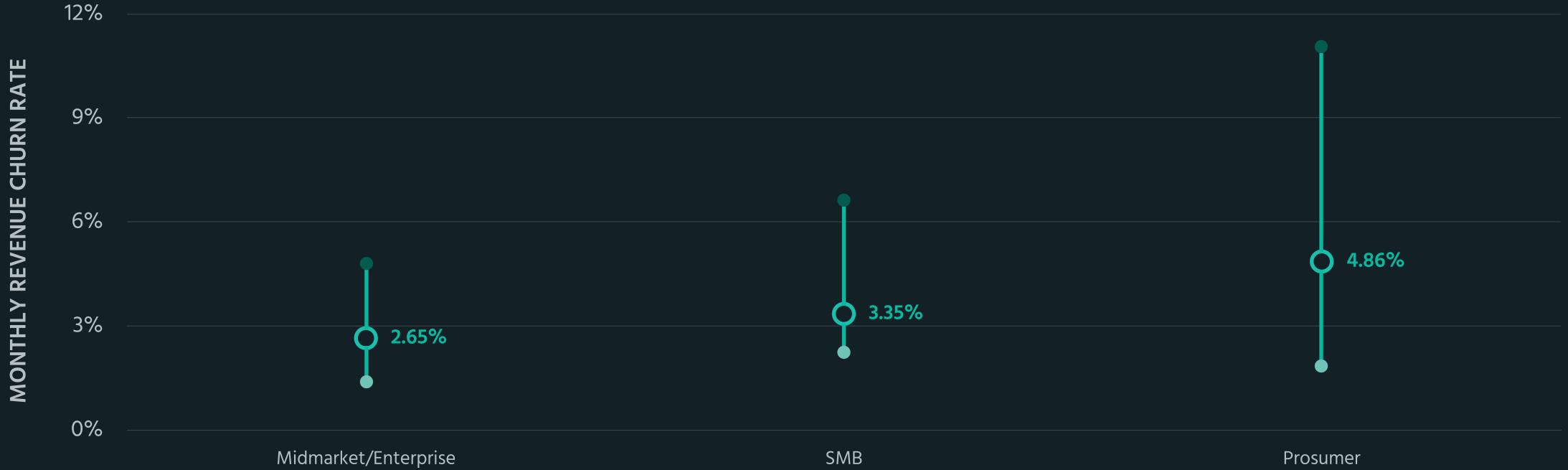
### **B2B Revenue Churn Rates Broken down by Average Revenue Per Customer**



- Q3 = 50TH PERCENTILE (MEDIAN)
- = 75TH PERCENTILE 03
- Q4 = 25TH PERCENTILE

#### MONTHLY AVERAGE REVENUE PER CUSTOMER

### **B2B Revenue Churn Rates Broken down by Target Customer Size**



**TARGET CUSTOMER VERTICAL** 

**Q**3 = 50TH PERCENTILE (MEDIAN)

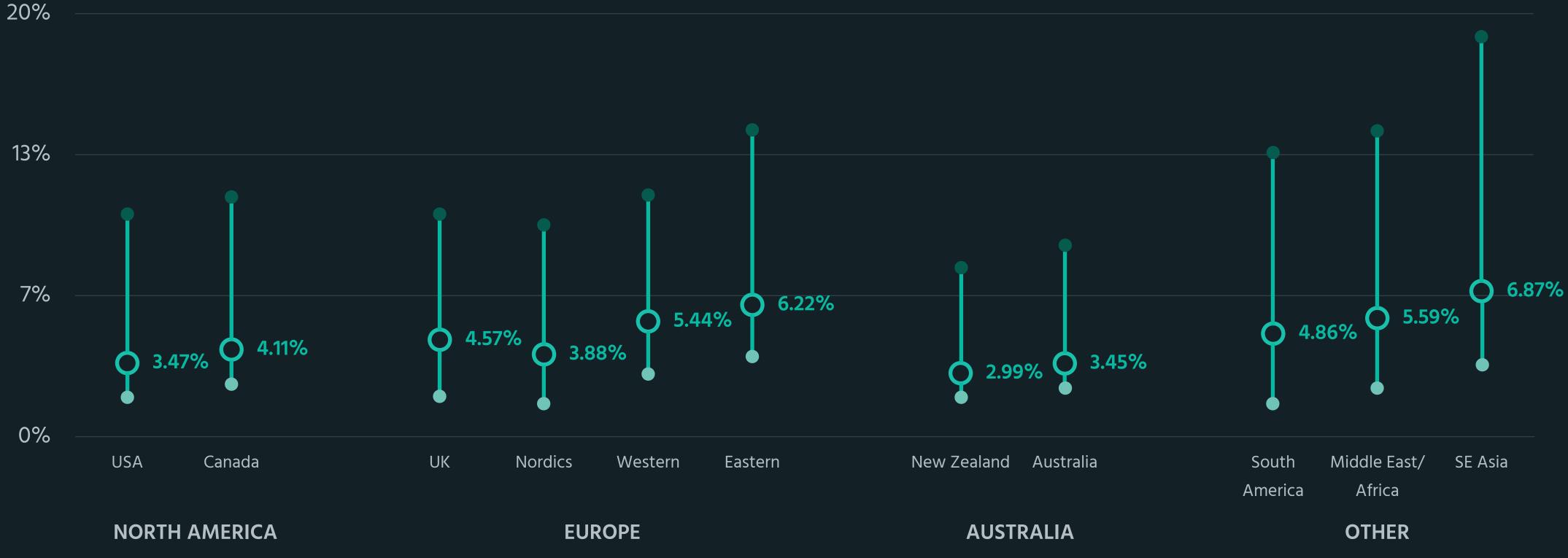
• Q3 = 75TH PERCENTILE

• Q4 = 25TH PERCENTILE

### **B2B Revenue Churn Rates Broken down by Region/Continent**

**MONTHLY REVENUE CHURN RATE** 13% 7%

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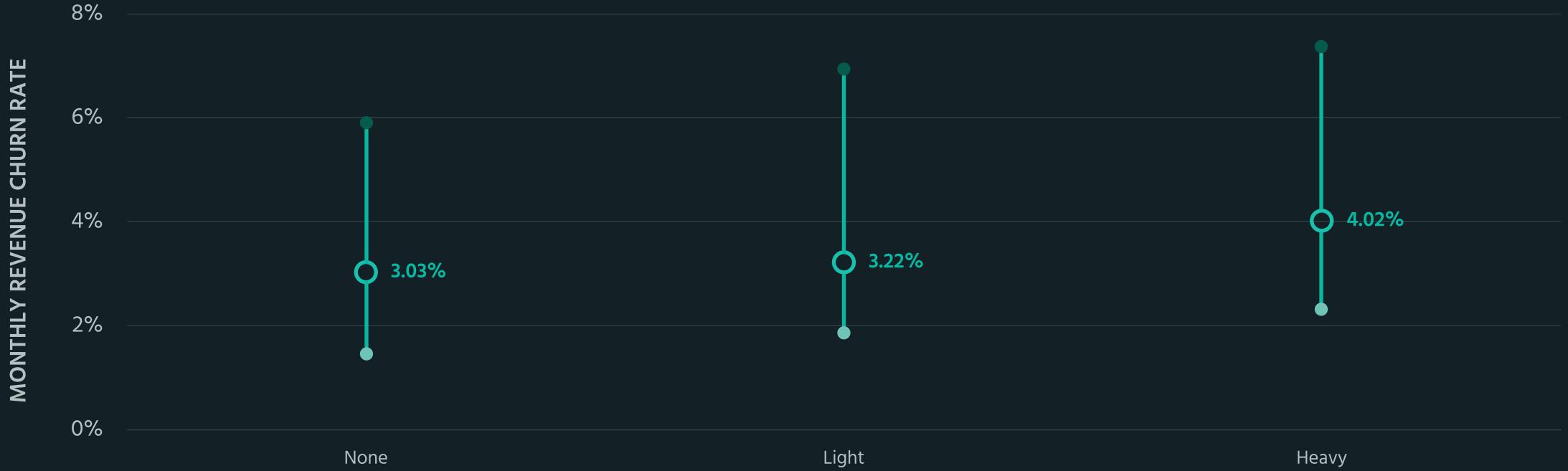


**REGION OR CONTINENT** 

• Q3 = 50TH PERCENTILE (MEDIAN)

- = 75TH PERCENTILE **O**3
- Q4 = 25TH PERCENTILE

### **B2B Revenue Churn Rates Broken down by Funding Amount**

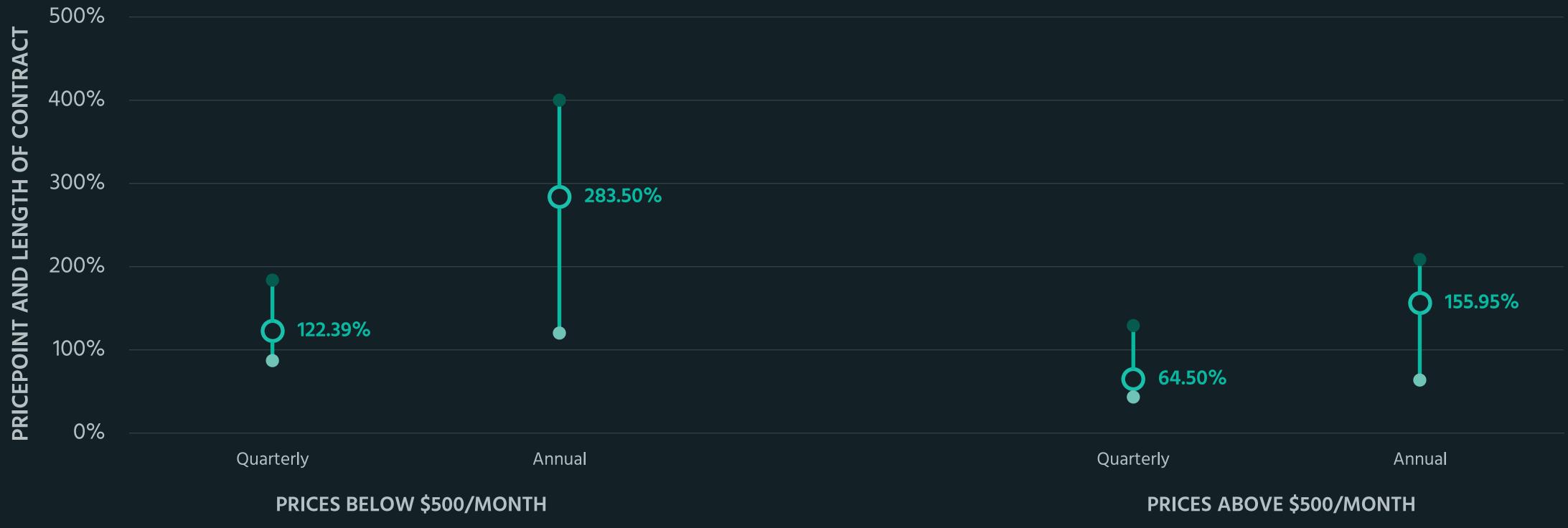


• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### **INDUSTRY AND LEVEL OF FUNDING**

### **B2B Lifetime Value (LTV) Increase for Longer Term Contracts**

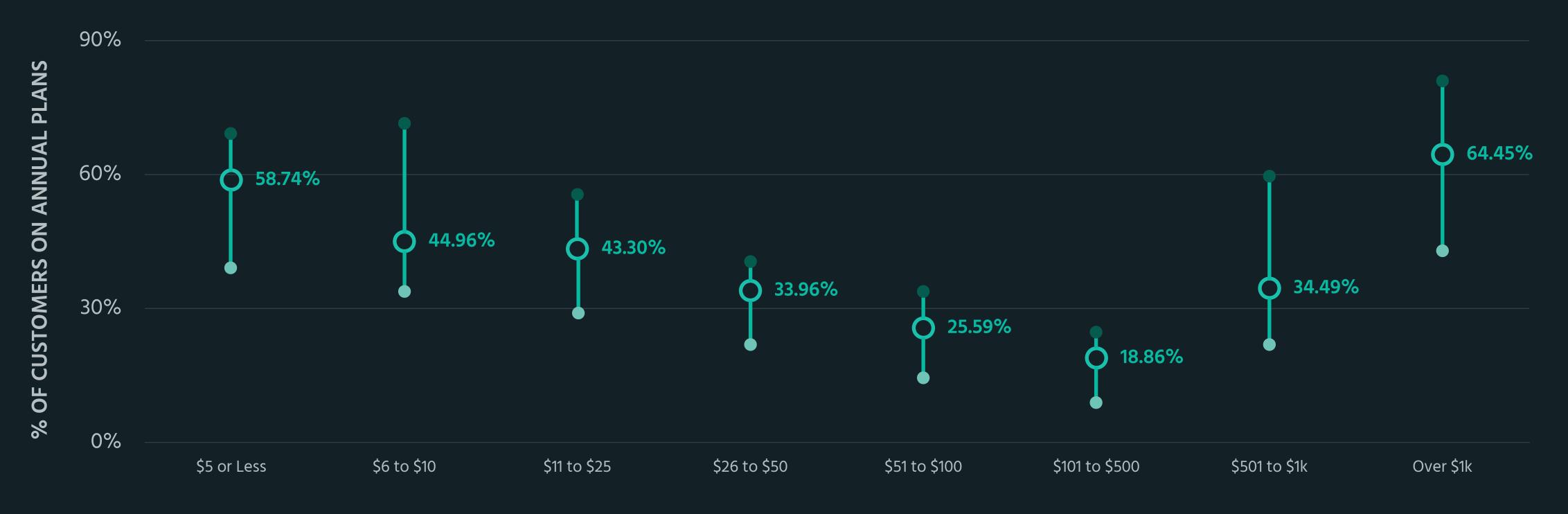


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- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### **INCREASE IN LIFETIME VALUE (LTV) RELATIVE TO MONTHLY LTV**

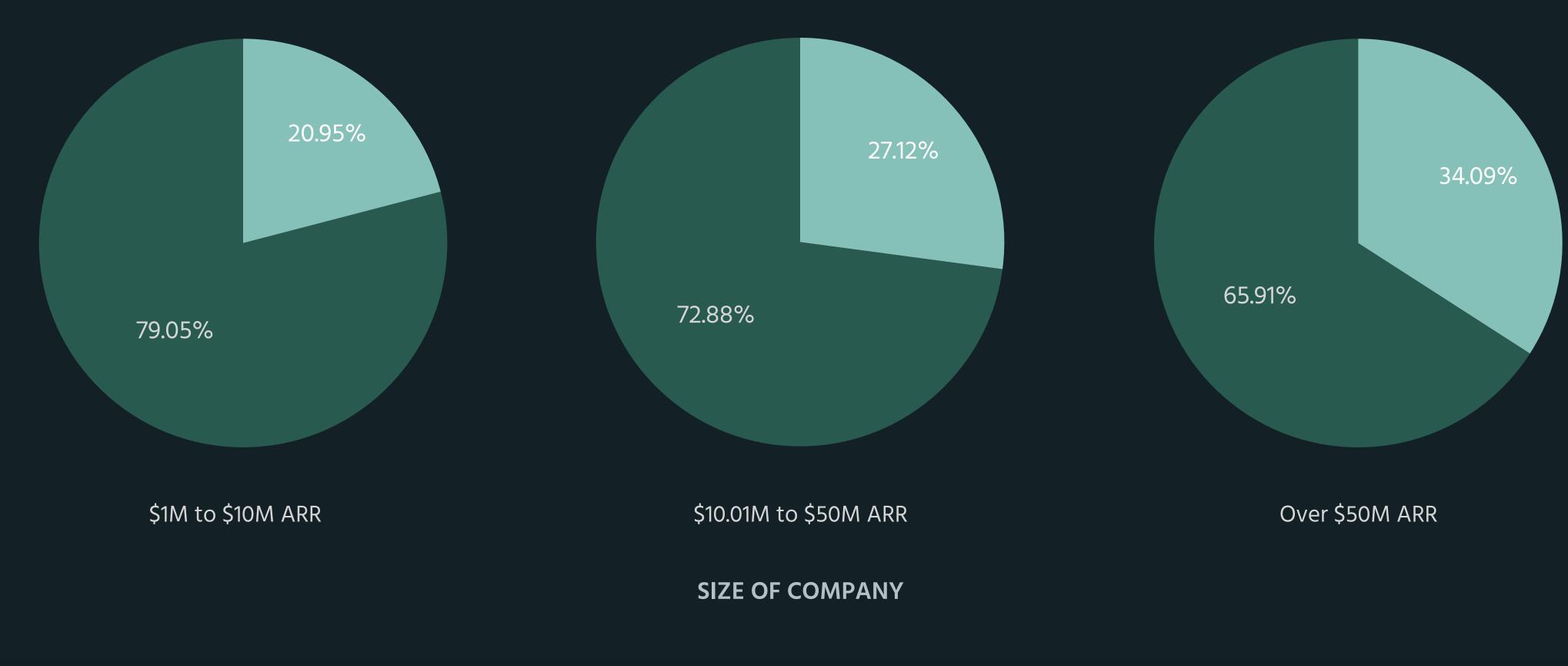
#### **Proportion of Contracts that are Annual** in B<sub>2</sub>B



- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### MONTHLY AVERAGE REVENUE PER CUSTOMER

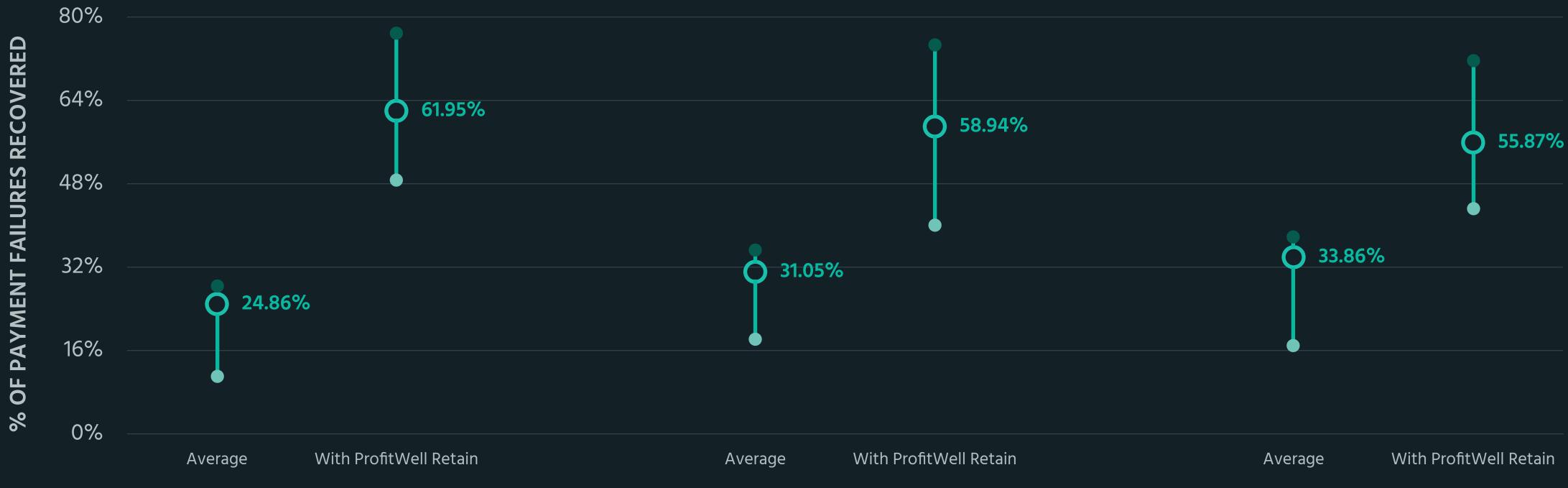
# How Much Monthly Revenue Churn Due to Payment Failures





Churn from Credit Card Failures Churn from Active Cancellations

#### **Companies Recover Less than 1 out of 3 Customers**



LESS THAN \$10M ARR

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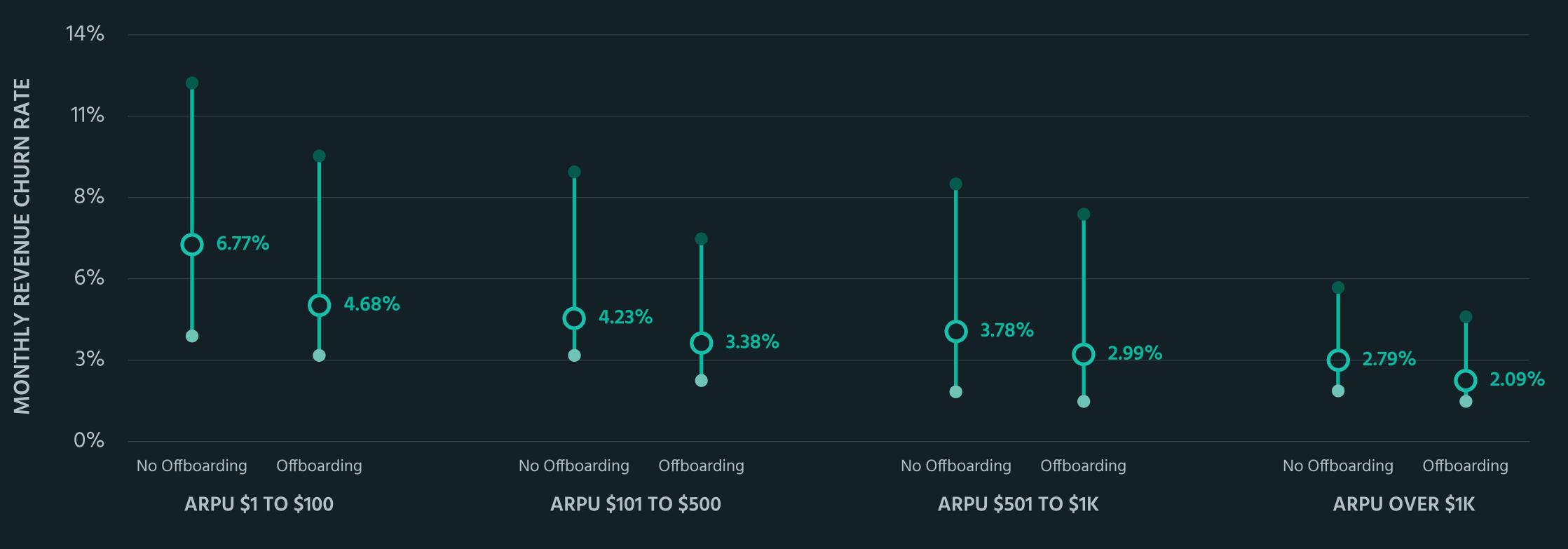
ANNUAL RECURRING REVENUE (ARR)

• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



#### **Salvage Offers/Offboarding Companies with Offboarding and Salvage Offers Churn Much Less**





- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### MONTHLY AVERAGE REVENUE PER CUSTOMER & OFFBOARDING PRESENCE

## Reactivations

#### Reactivations can bring back 20% or more of your churned customers



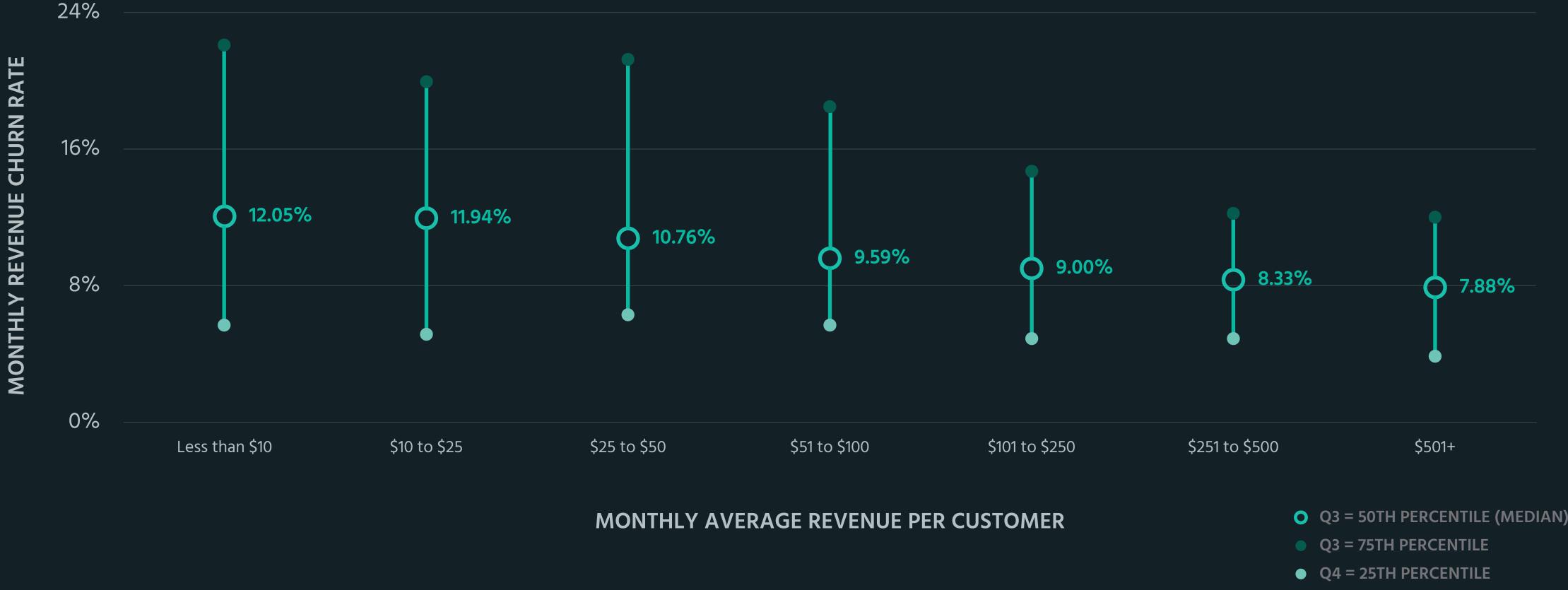
MONTHLY AVERAGE REVENUE PER CUSTOMER & TYPE OF LOST CUSTOMER

- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

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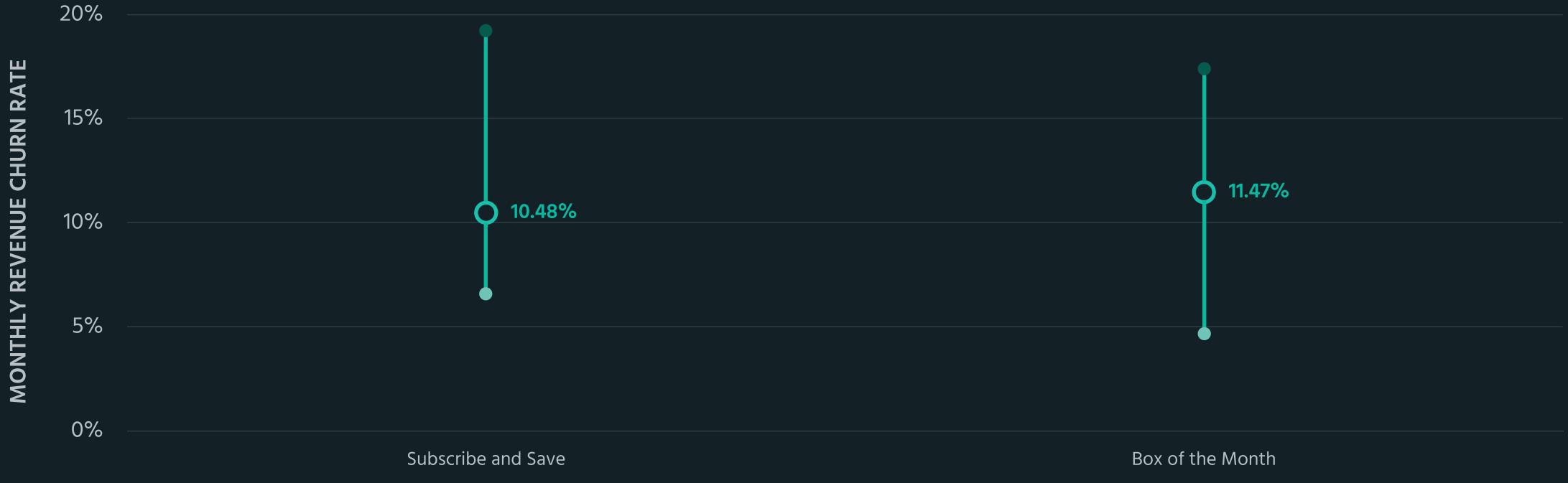
# Subscription Ecommerce

### **Subscription Ecommerce Revenue Churn Rates Broken** down by Average Revenue Per Customer

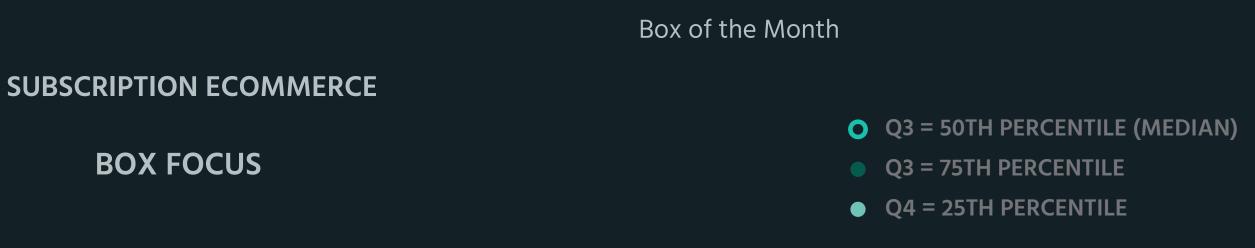


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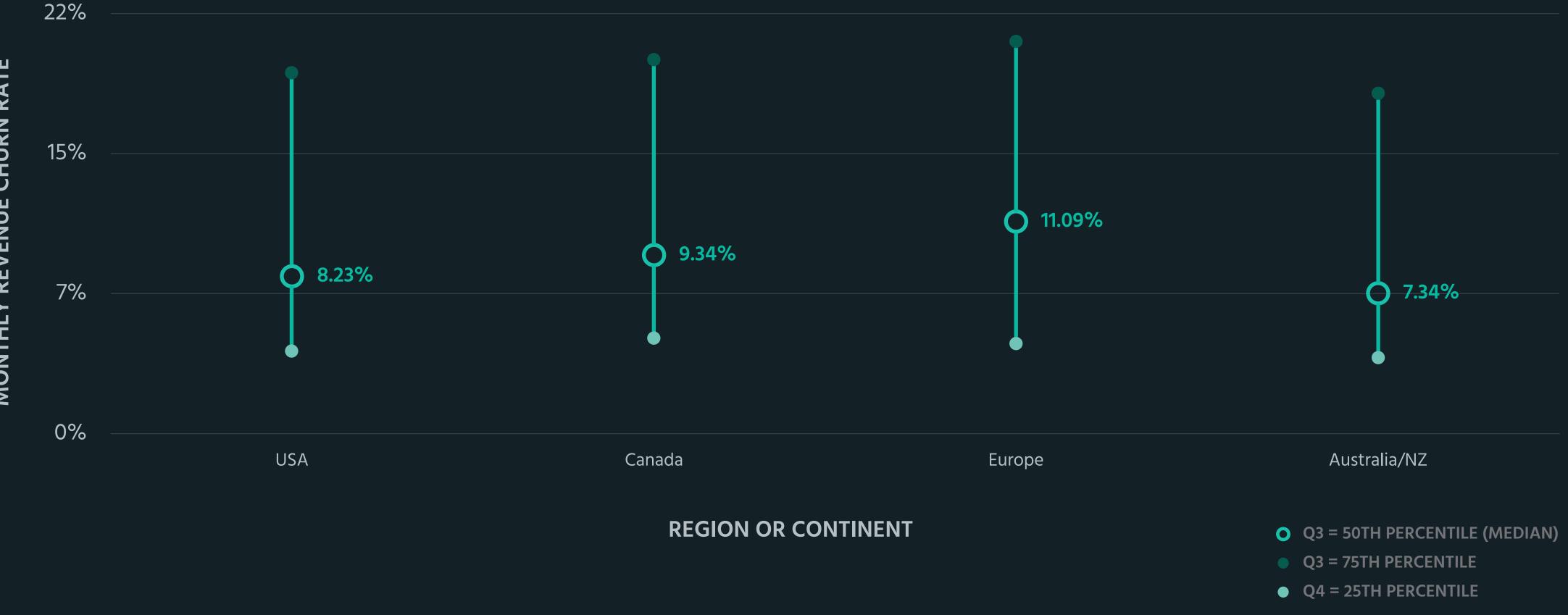
### **Subscription Ecommerce Revenue Churn Rates** Broken down by Box Focus



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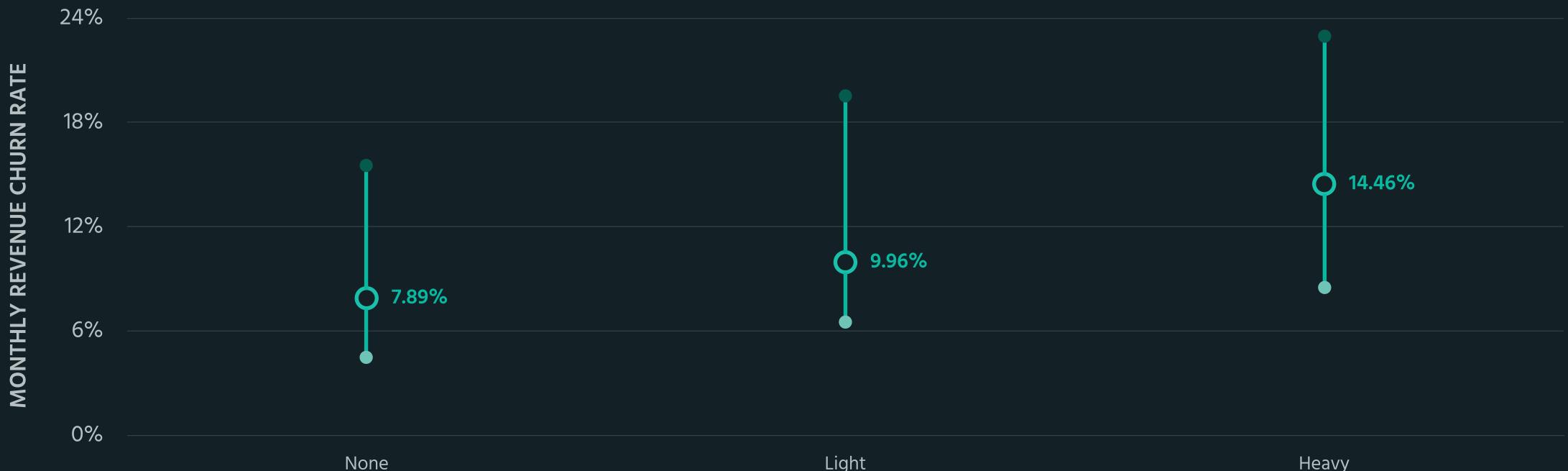


### **Subscription Ecommerce Revenue Churn Rates Broken down by Region/Continent**



MONTHLY REVENUE CHURN RATE

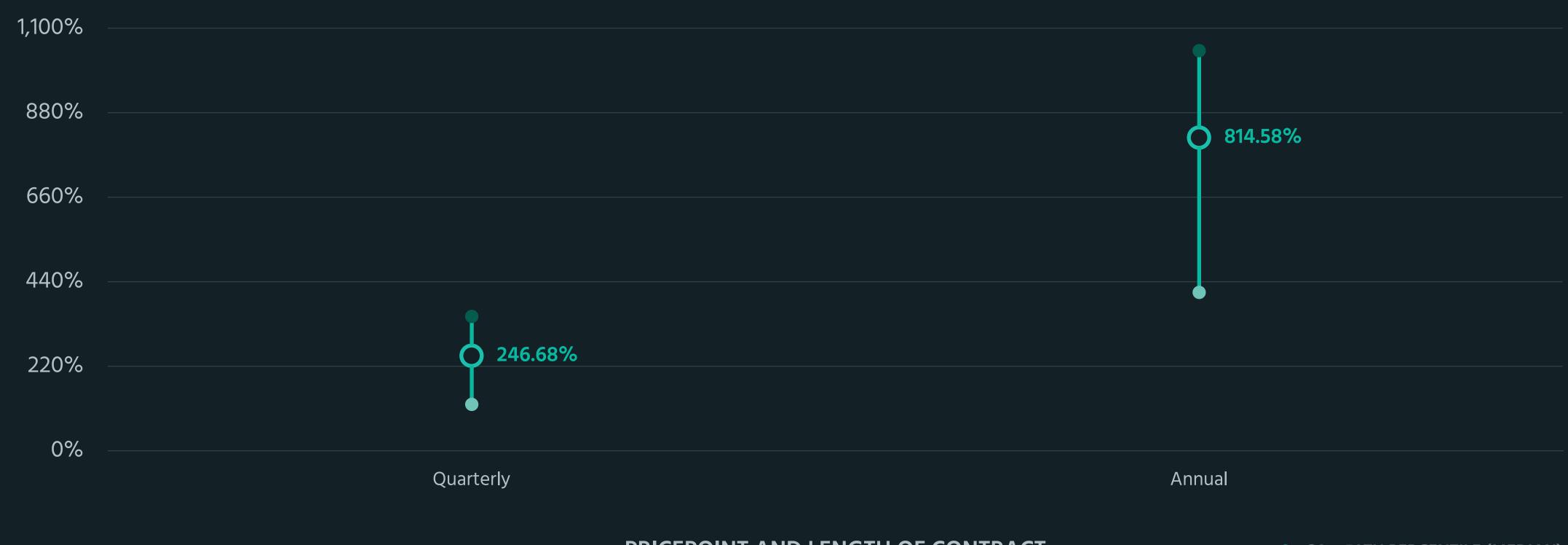
### **Subscription Ecommerce Revenue Churn Rates** Broken down by Funding Amount



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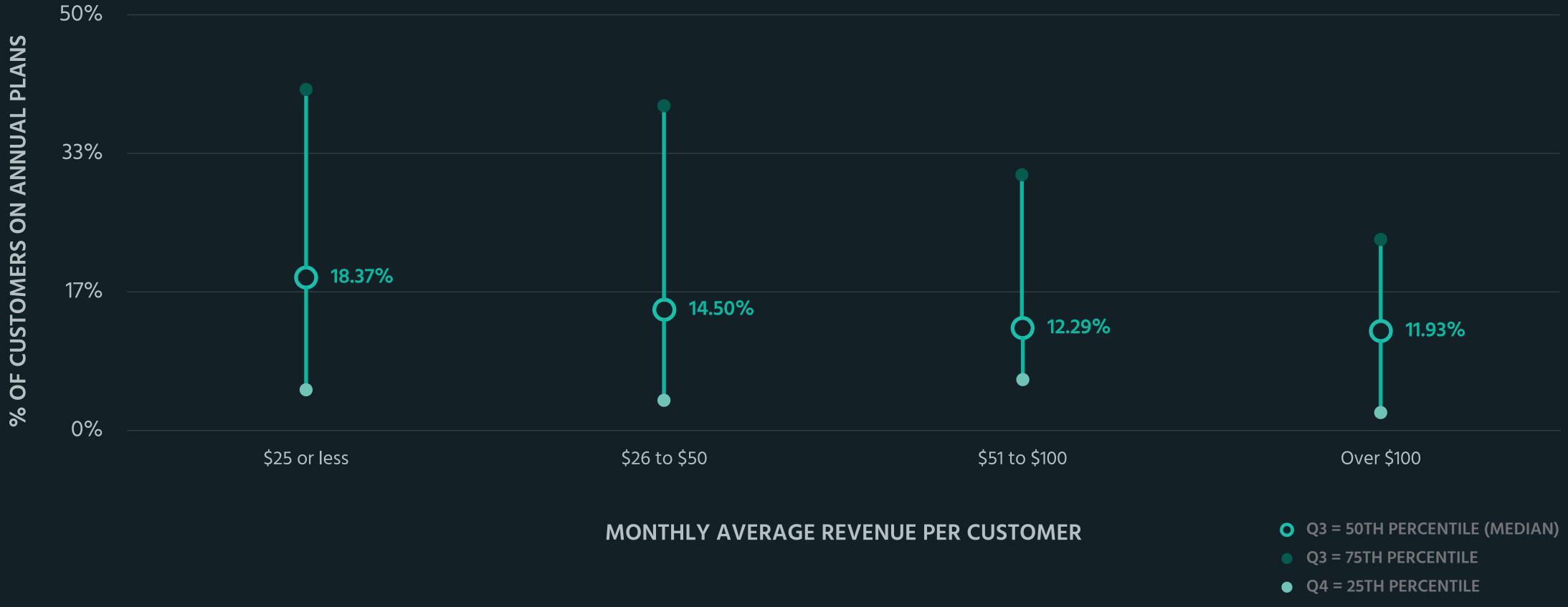
### **Subscription Ecommerce Lifetime Value (LTV) Increase for Longer Term Contracts**



INCREASE IN LIFETIME VALUE (LTV) RELATIVE TO MONTHLY LTV

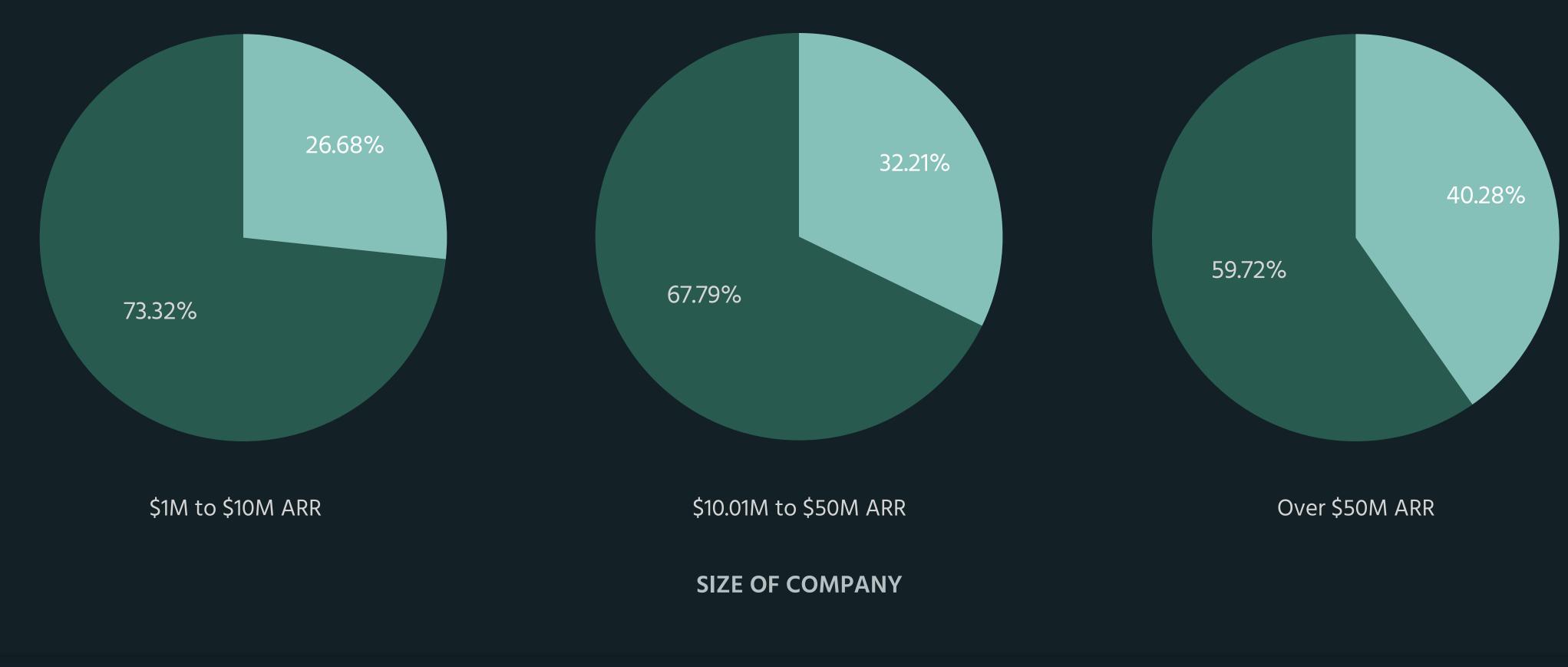


### **Proportion of Customers on Annual or Quarterly Plans**





## How Much Monthly Revenue Churn Due to Payment Failures



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Churn from Credit Card Failures Churn from Active Cancellations

### **Companies Recover Less than 1 out of 4** Customers



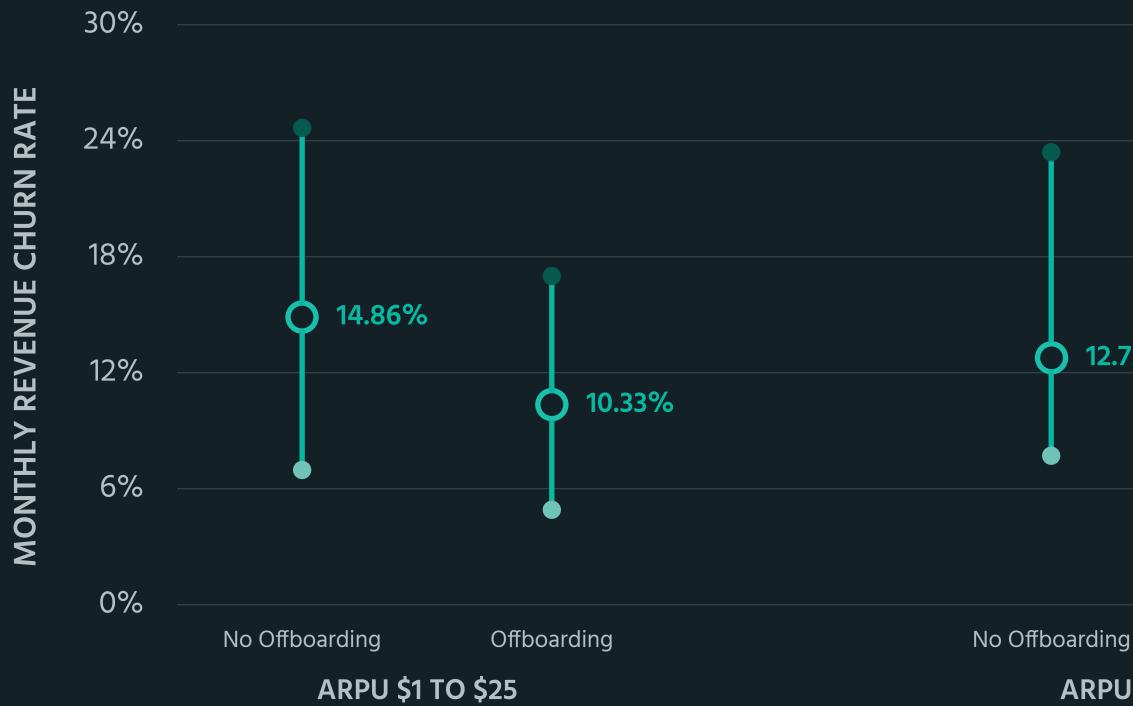
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• Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### **ANNUAL RECURRING REVENUE (ARR)**

#### **Salvage Offers/Offboarding Companies with Offboarding and Salvage Offers Have Much Lower Cancellations**





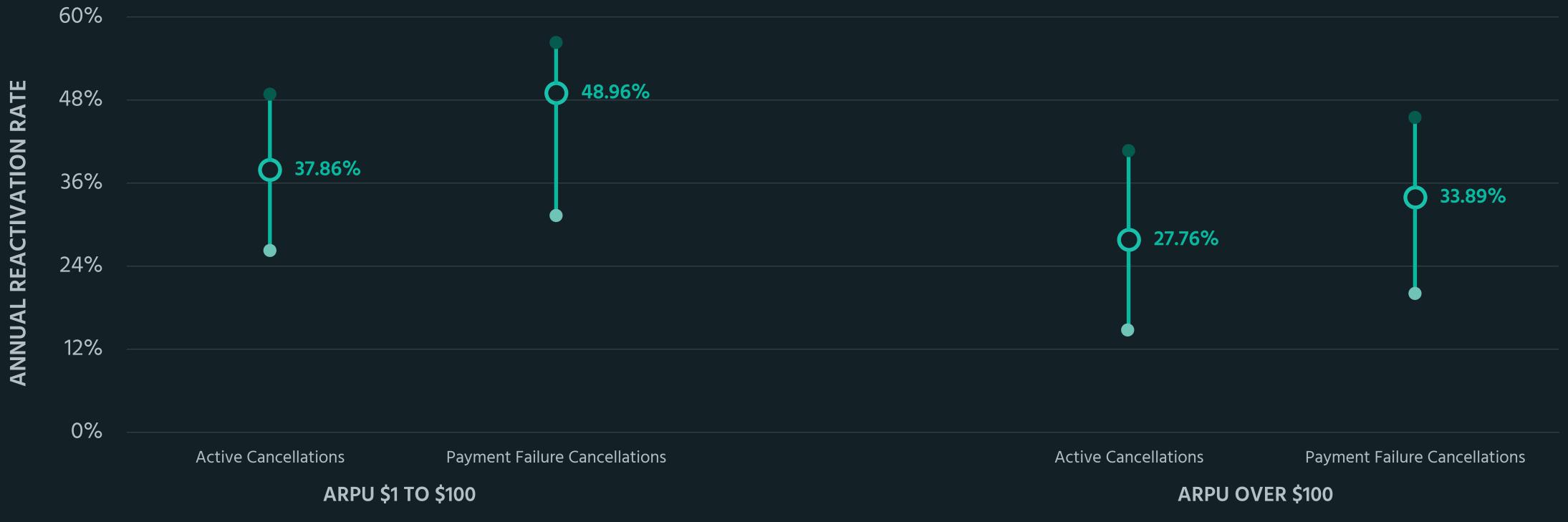
12.75% 9.23% 8.45% 7.05% No Offboarding Offboarding Offboarding ARPU \$26 TO \$100 **ARPU OVER \$100** 

#### MONTHLY AVERAGE REVENUE PER CUSTOMER & OFFBOARDING PRESENCE

- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

# Reactivations

#### Reactivations can bring back 30% or more of customers that cancelled





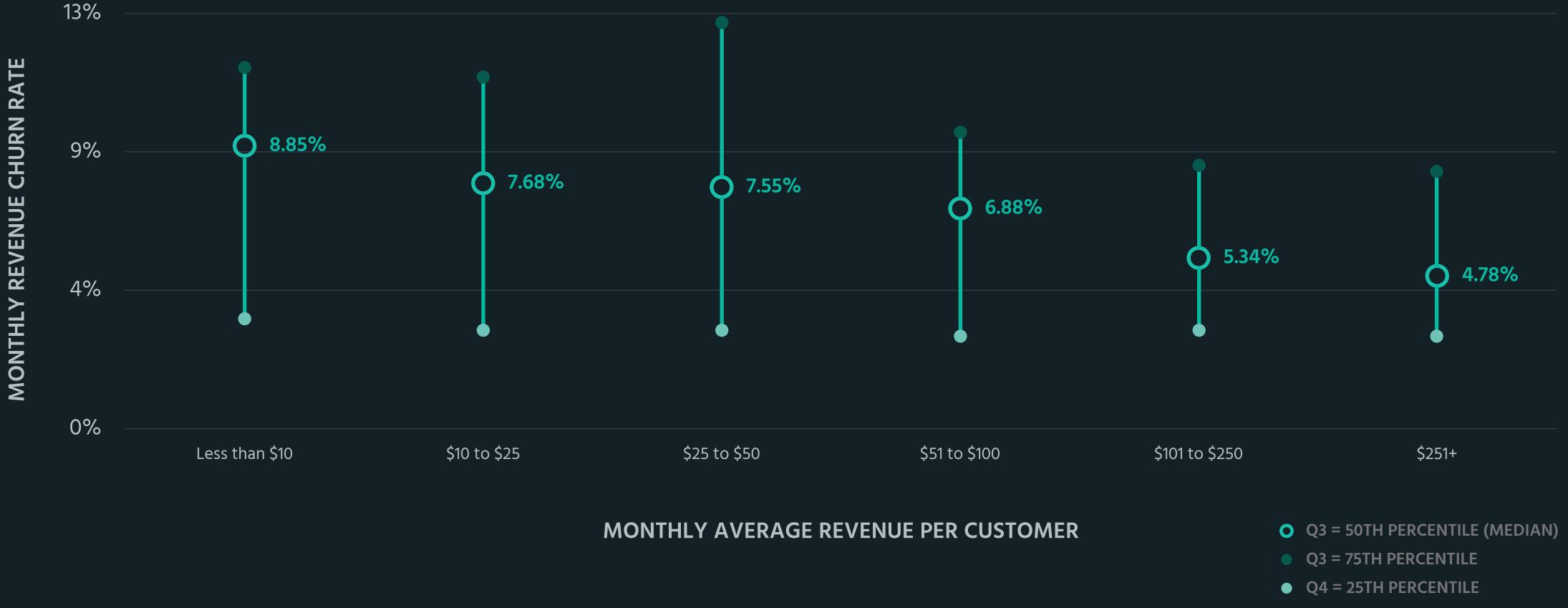
- Q3 = 50TH PERCENTILE (MEDIAN)
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#### MONTHLY AVERAGE REVENUE PER CUSTOMER & TYPE OF LOST CUSTOMER

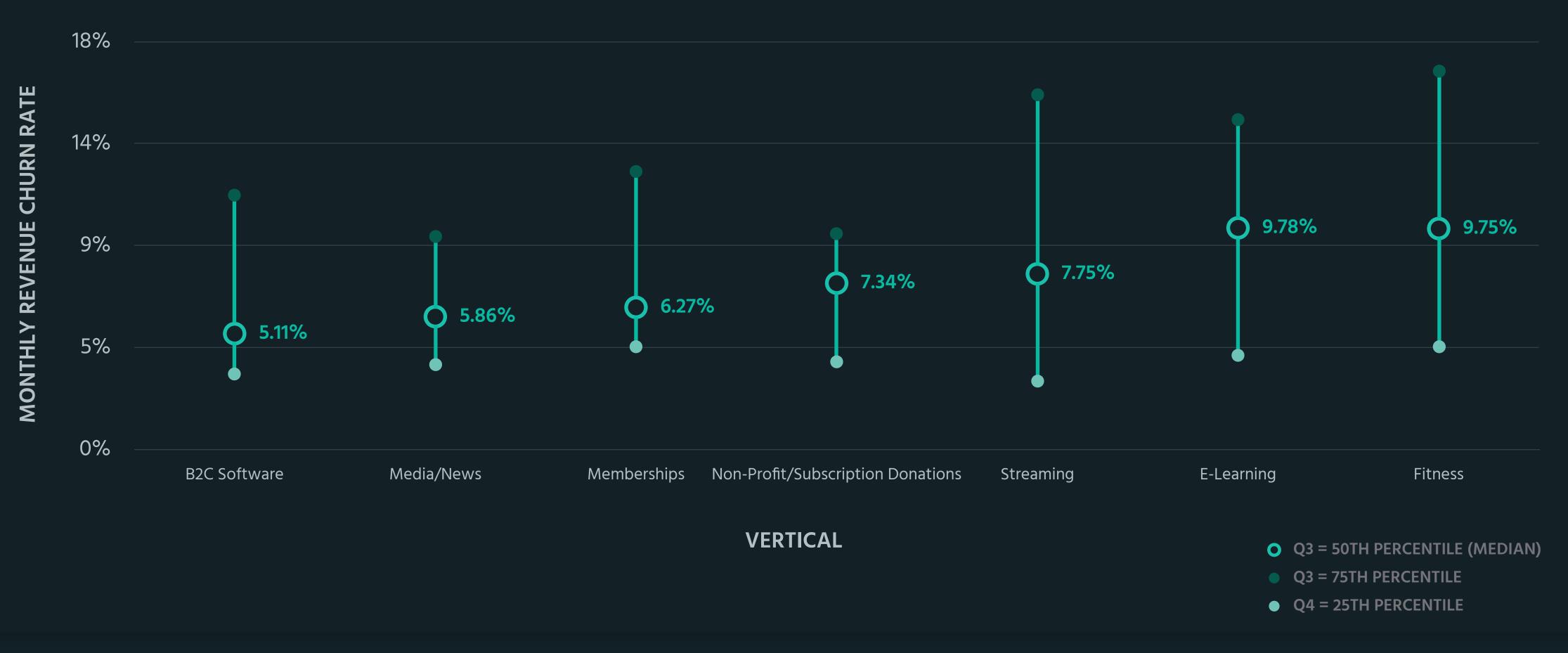
# **Consumer Subscriptions**

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### **Consumer Subscriptions Revenue Churn Rates Broken** down by Average Revenue Per Customer



#### **Consumer Subscriptions Revenue Churn Rates Broken down by Vertical**

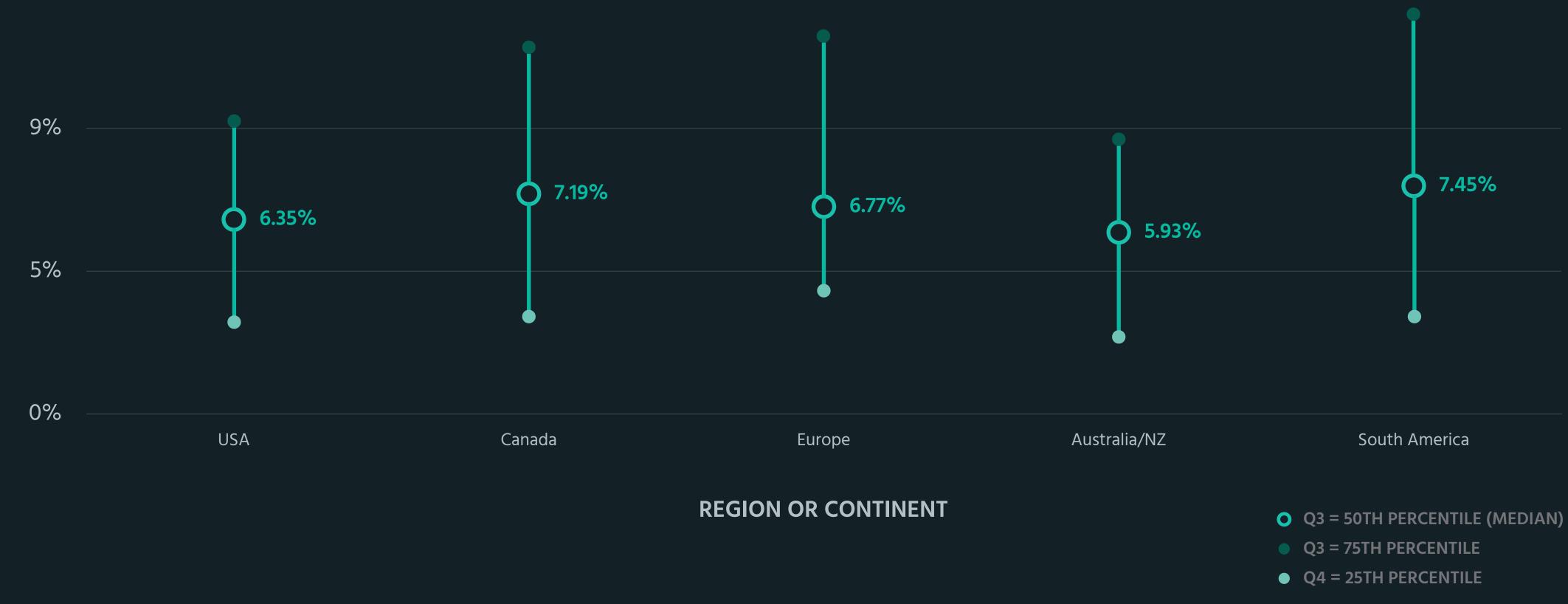


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#### **Consumer Subscriptions Revenue Churn Rates Broken down by Region/Continent**

MONTHLY REVENUE CHURN RATE

14%

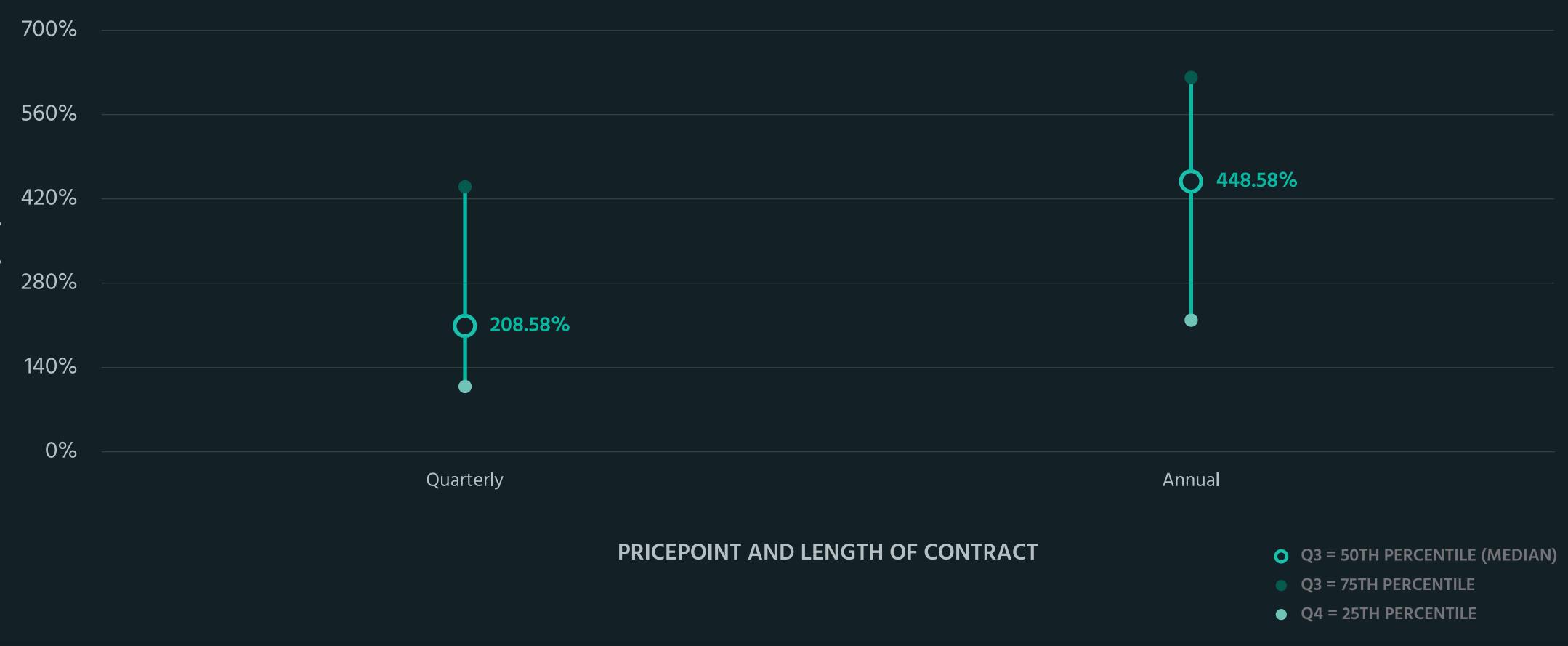


#### **Revenue Churn Rates Broken down by Funding** Amount



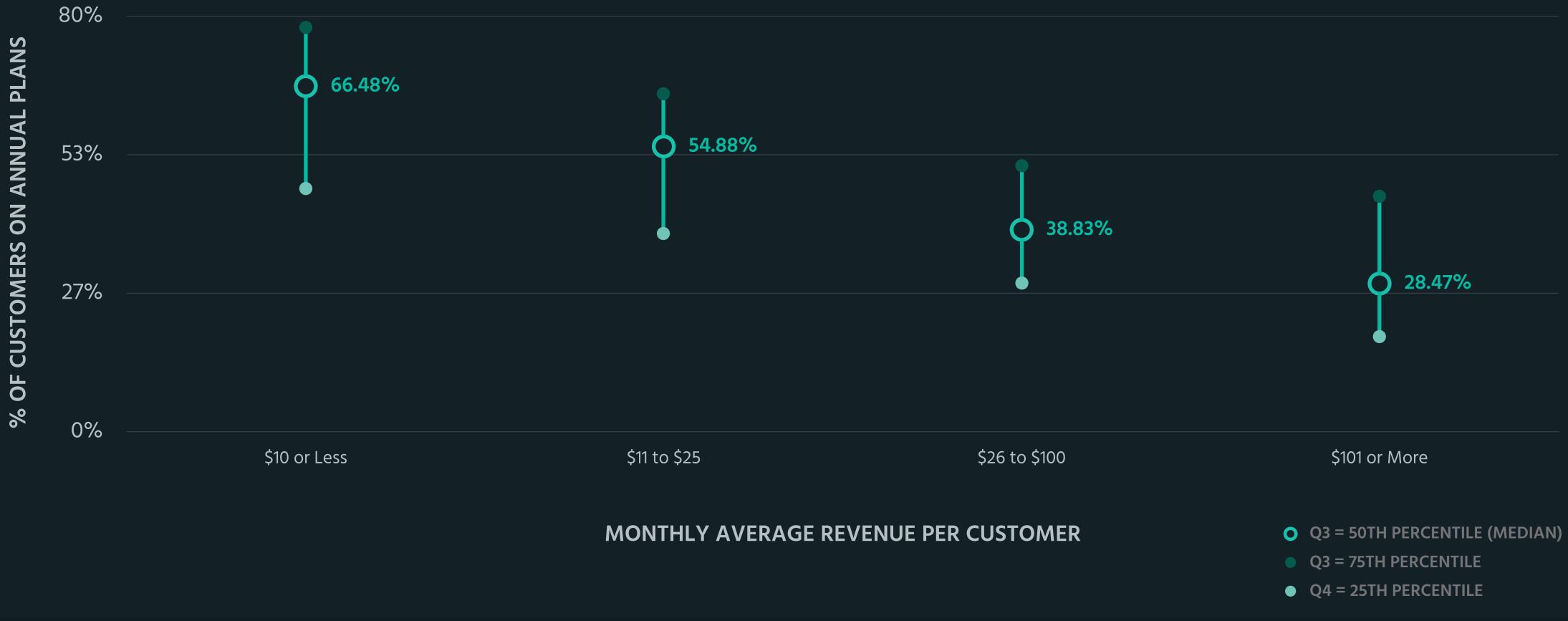


### **Consumer Subscription Lifetime Value (LTV) Increase for Longer Term Contracts**



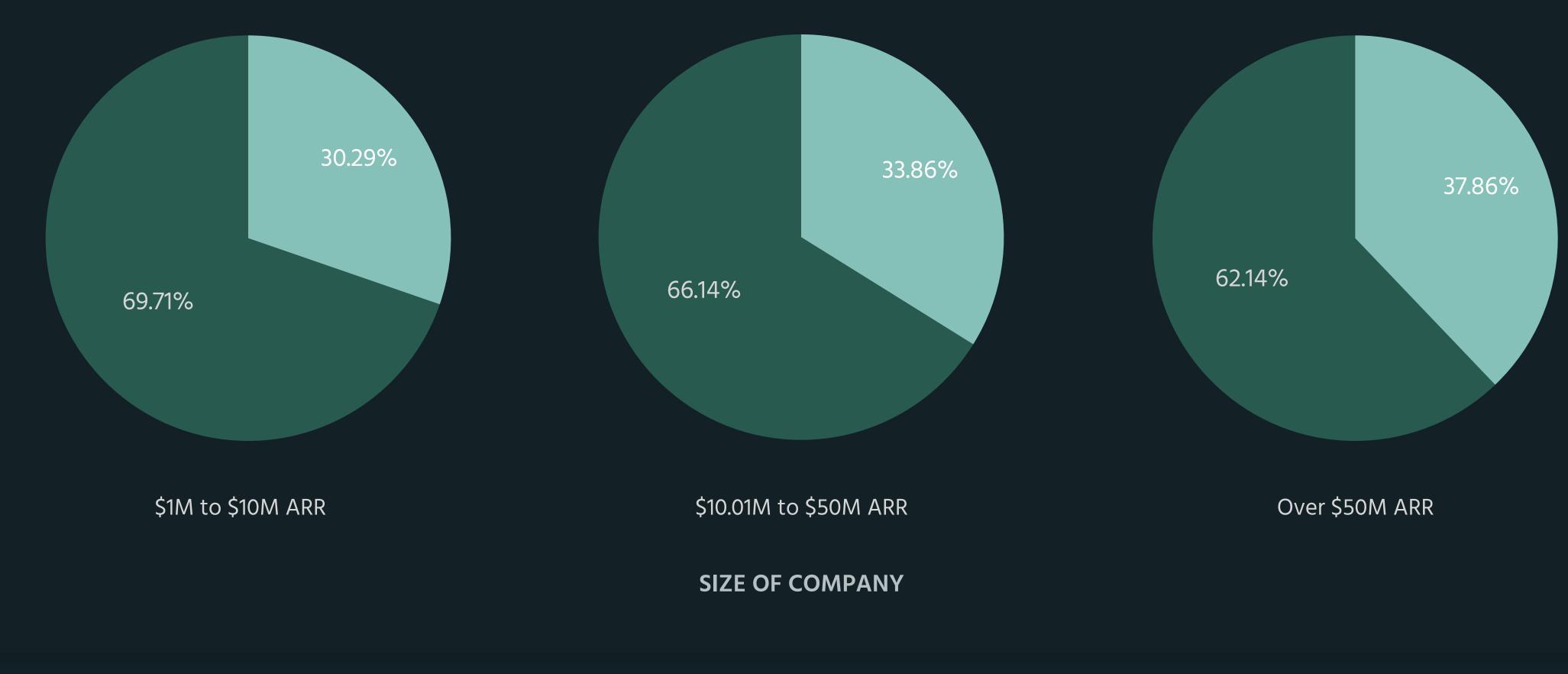
INCREASE IN LIFETIME VALUE (LTV) RELATIVE TO MONTHLY LTV

### **Proportion of Contracts that are Annual in Consumer Subscriptions**





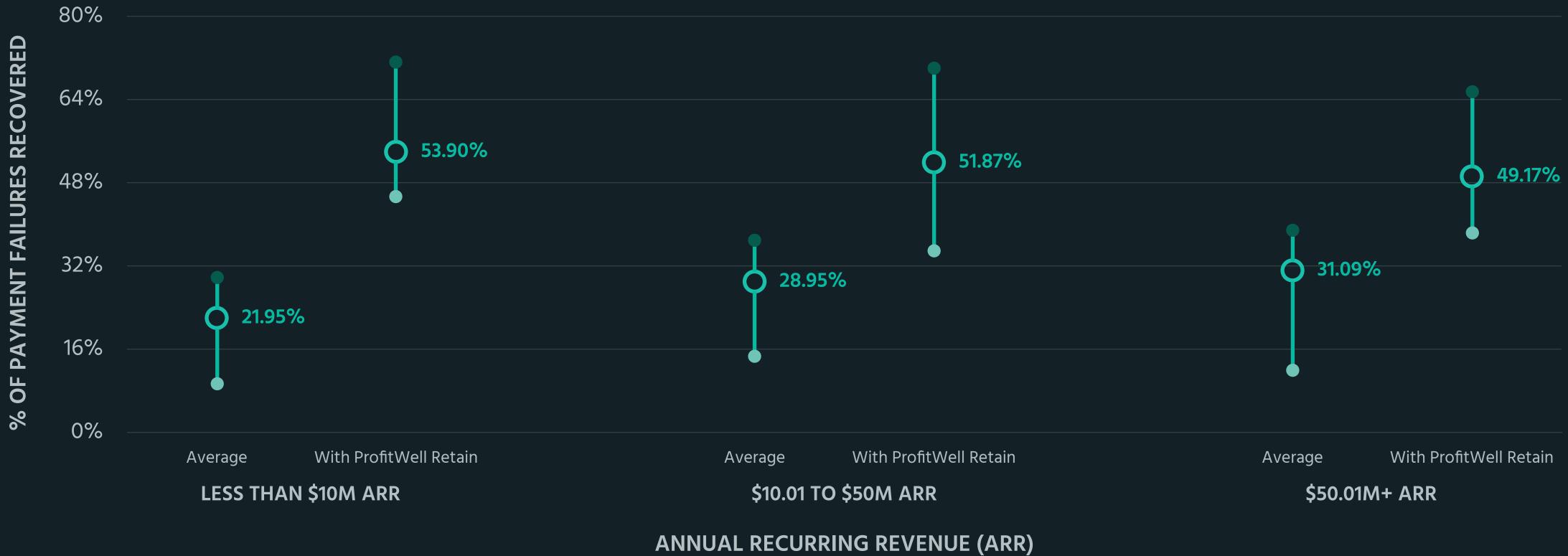
## How Much Monthly Revenue Churn Due to Payment Failures



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Churn from Credit Card Failures Churn from Active Cancellations

#### **Companies Recover Less than 1 out of 3** Customers



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• Q3 = 50TH PERCENTILE (MEDIAN)

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#### **Salvage Offers/Offboarding Companies with Offboarding and Salvage Offers Have Much Lower Cancellations**





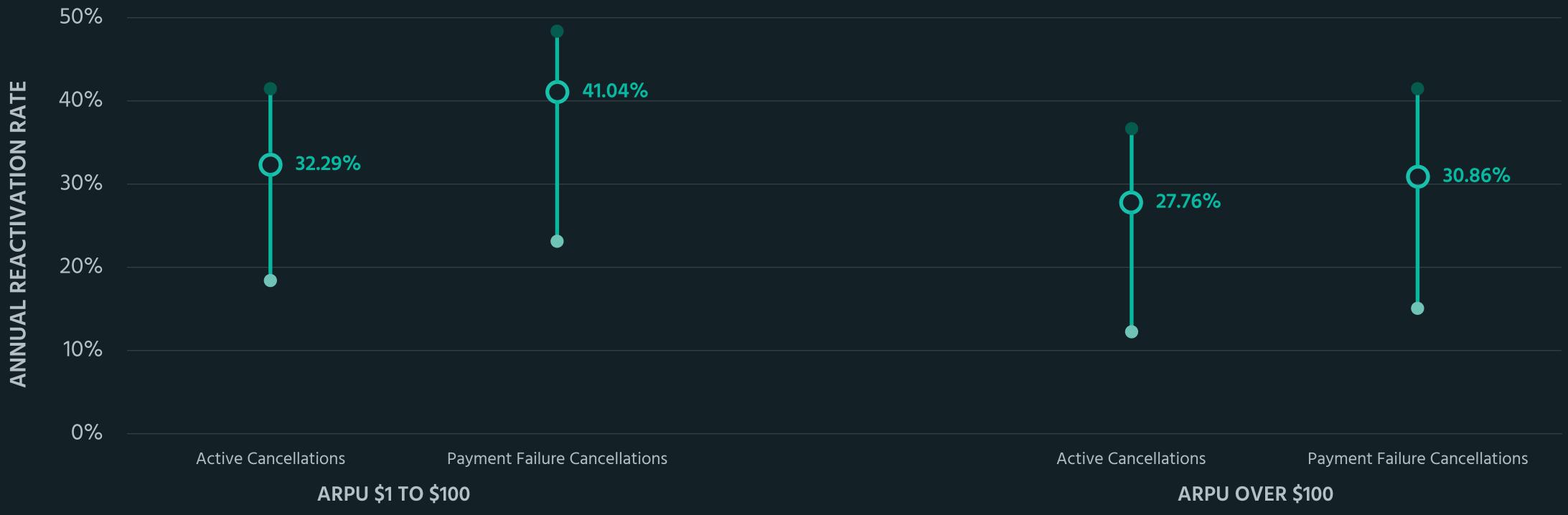
4.09%

#### MONTHLY AVERAGE REVENUE PER CUSTOMER & OFFBOARDING PRESENCE

- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

# Reactivations

#### **Reactivations can bring back 20% or more of your Cancelled customers**





#### • Q3 = 50TH PERCENTILE (MEDIAN)

- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE

#### MONTHLY AVERAGE REVENUE PER CUSTOMER & TYPE OF LOST CUSTOMER