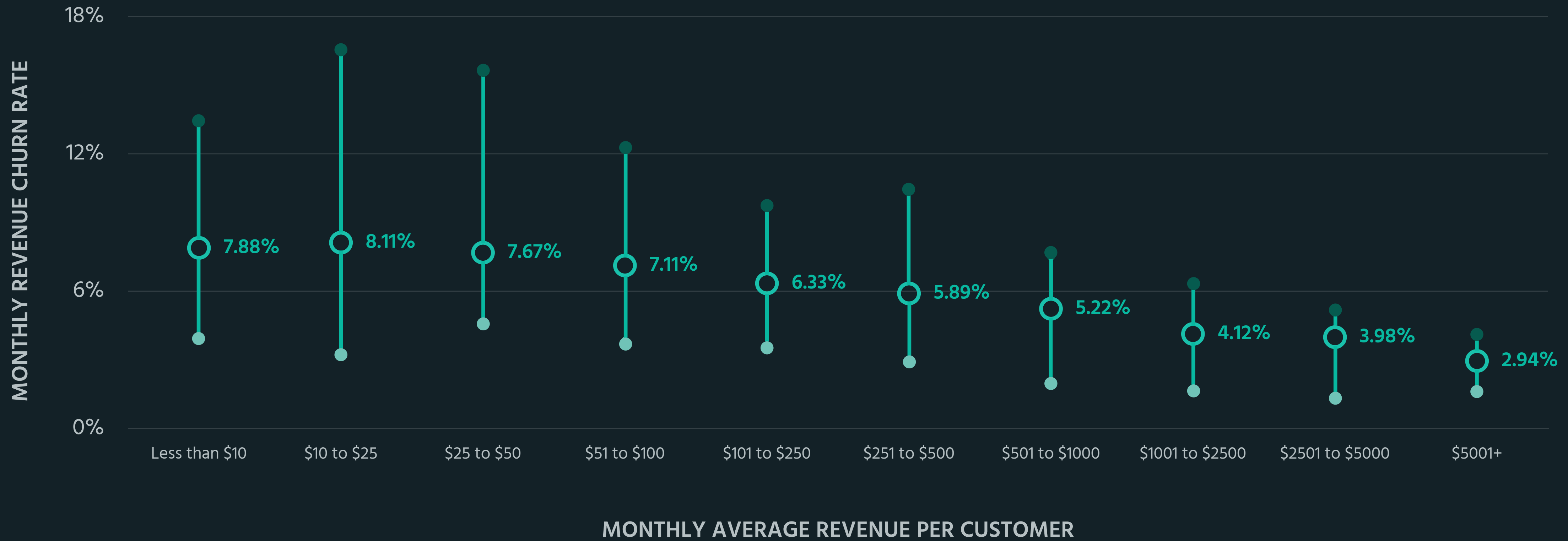


Core Benchmarks

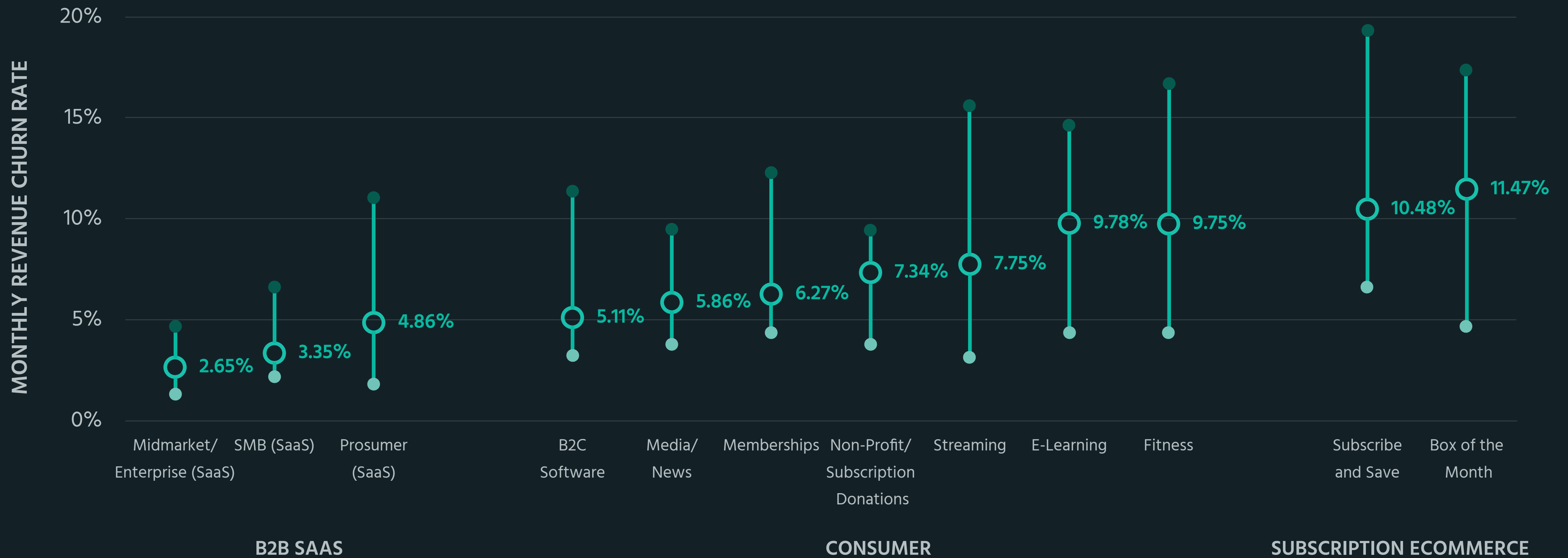
Revenue Churn Rates Broken down by Average Revenue Per Customer

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



Revenue Churn Rates Broken down by Industry

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

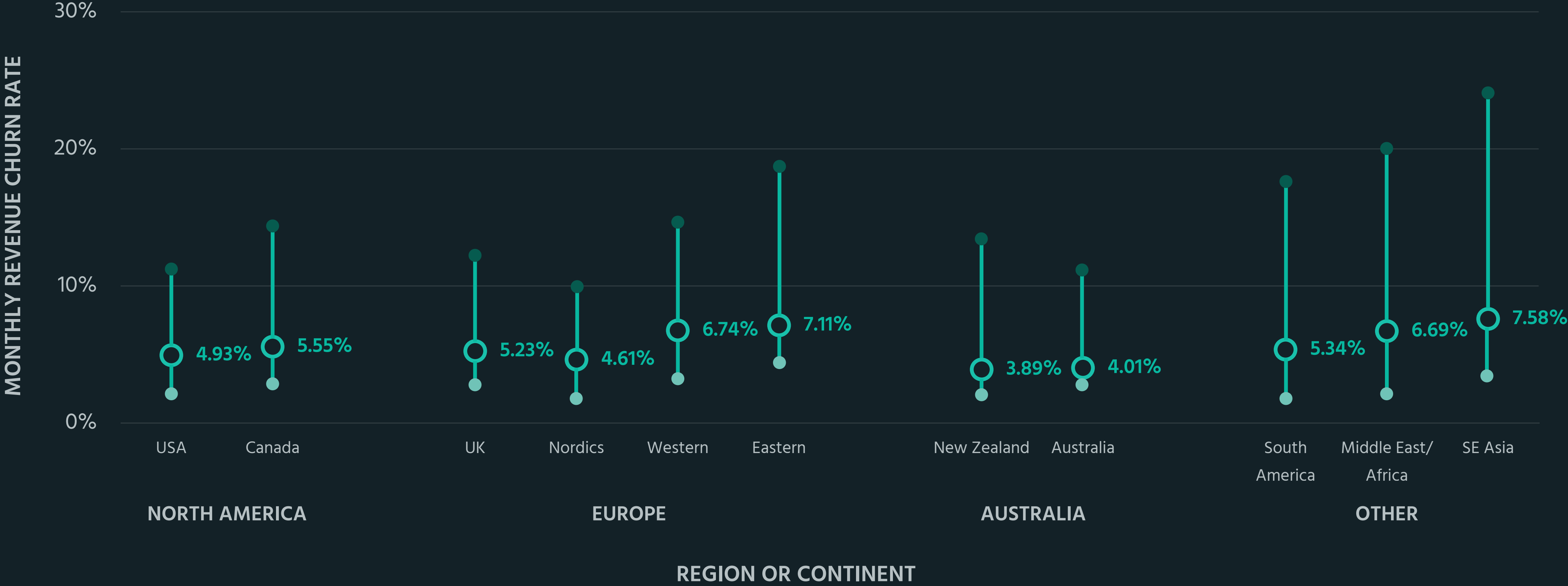


INDUSTRY AND VERTICAL



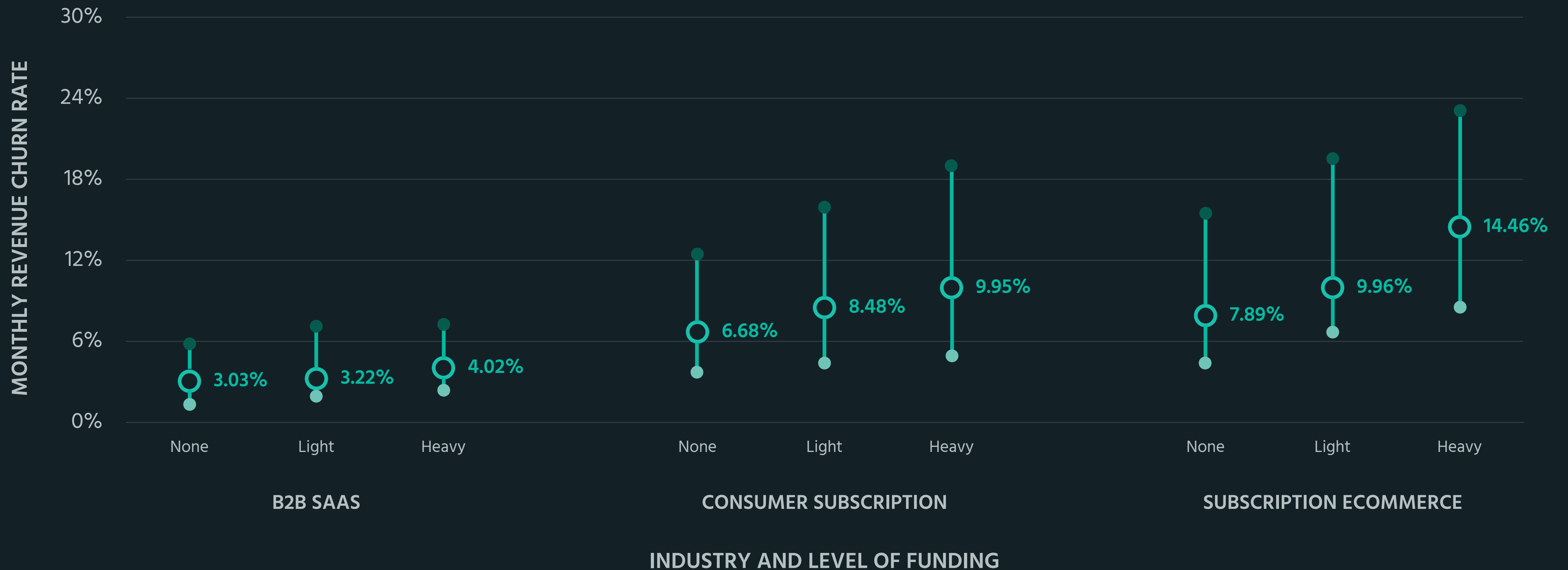
Revenue Churn Rates Broken down by Region/Continent

- 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

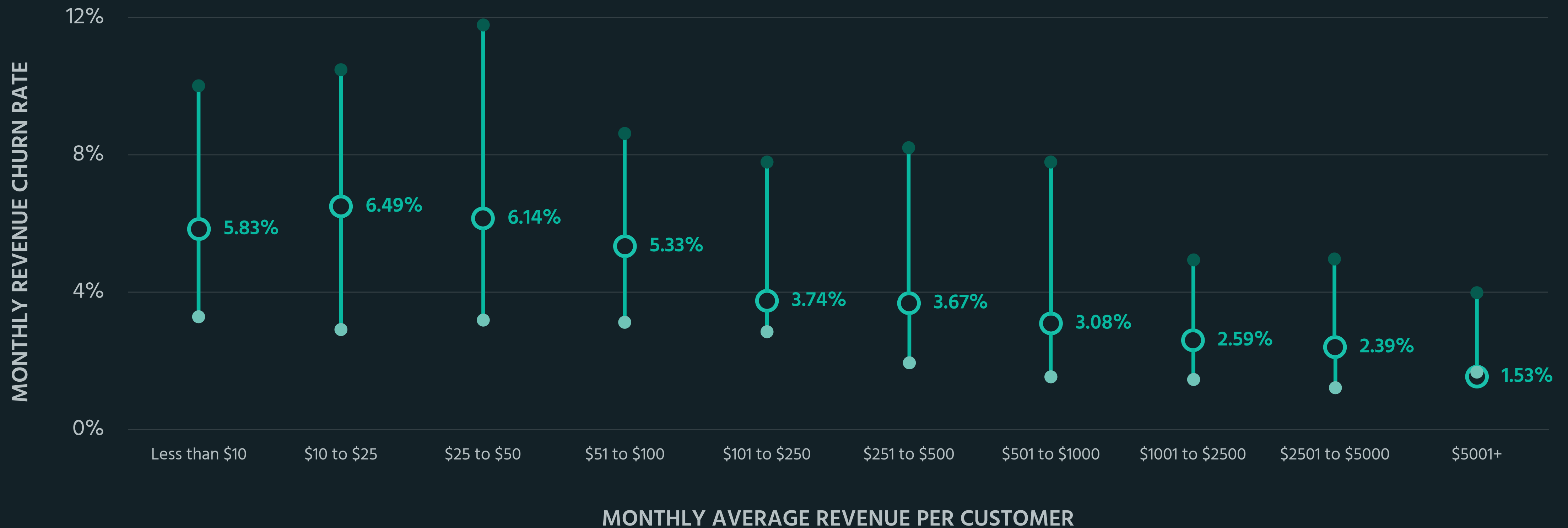


B2B



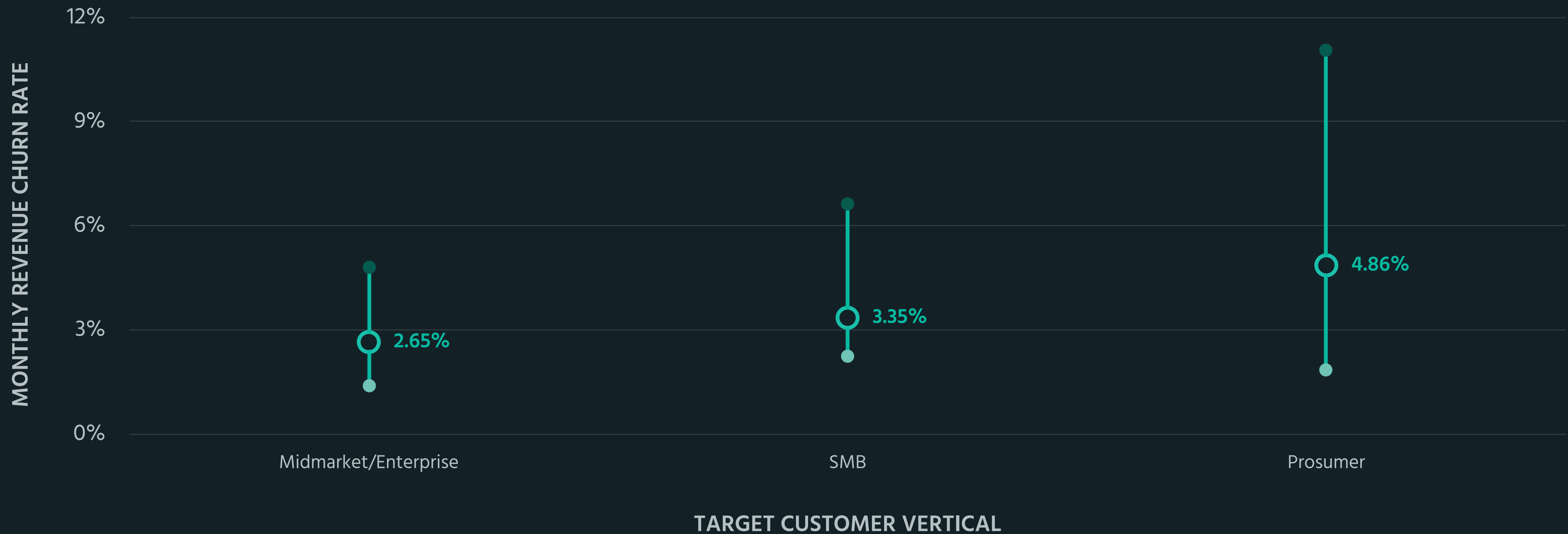
B2B Revenue Churn Rates Broken down by Average Revenue Per Customer

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



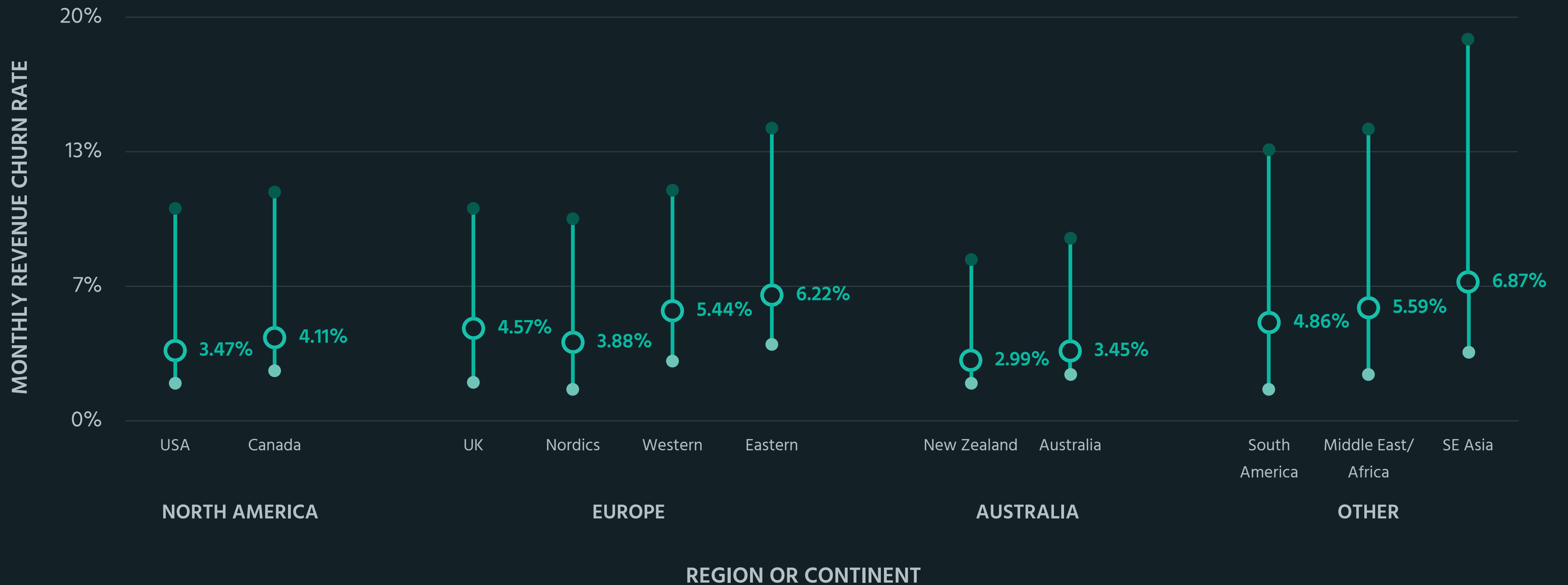
B2B Revenue Churn Rates Broken down by Target Customer Size

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



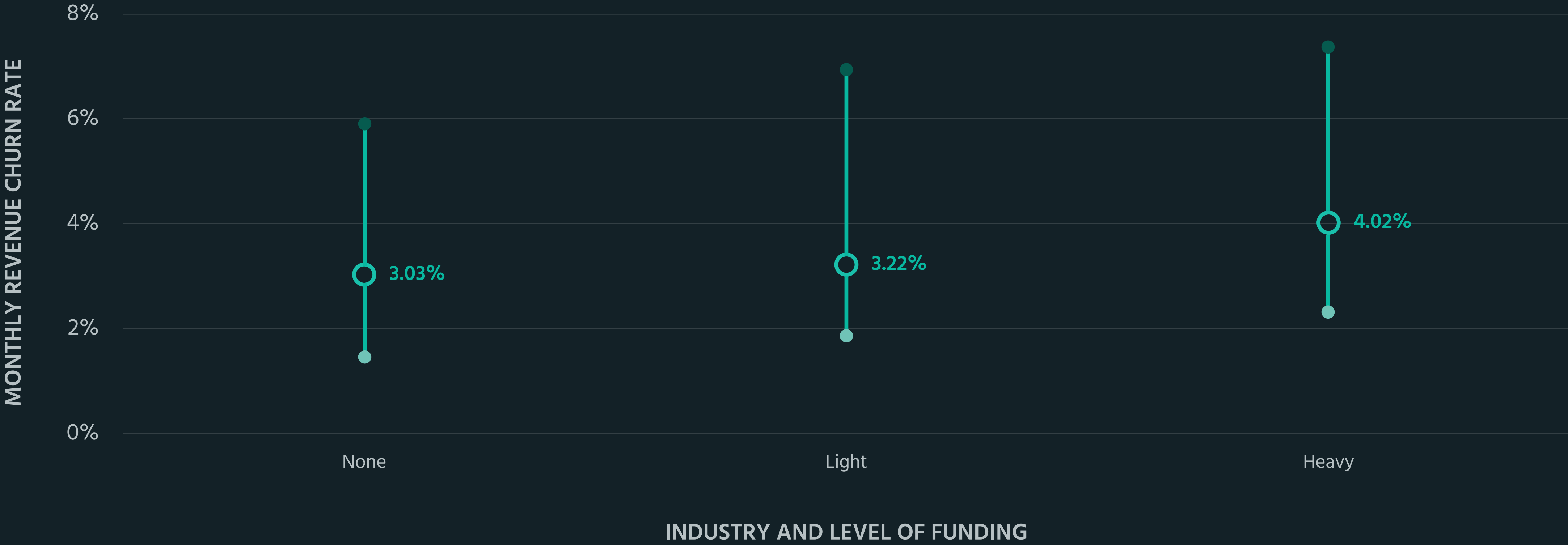
B2B Revenue Churn Rates Broken down by Region/Continent

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



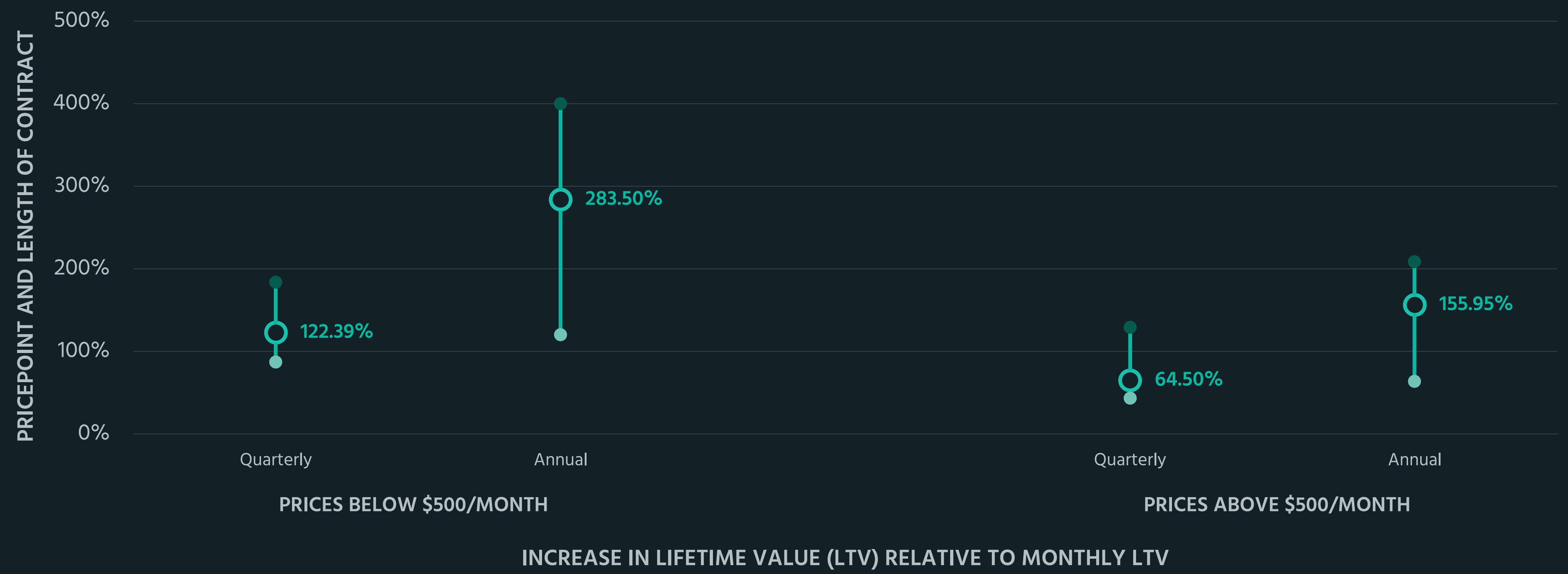
B2B Revenue Churn Rates Broken down by Funding Amount

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



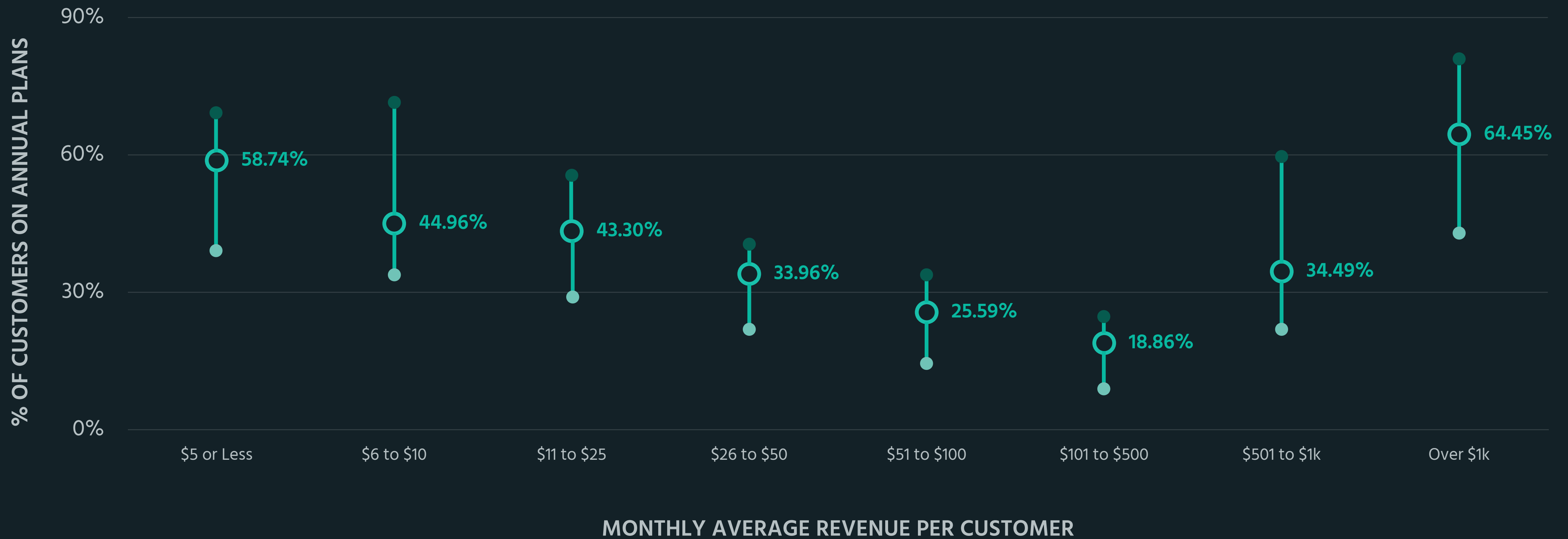
B2B Lifetime Value (LTV) Increase for Longer Term Contracts

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



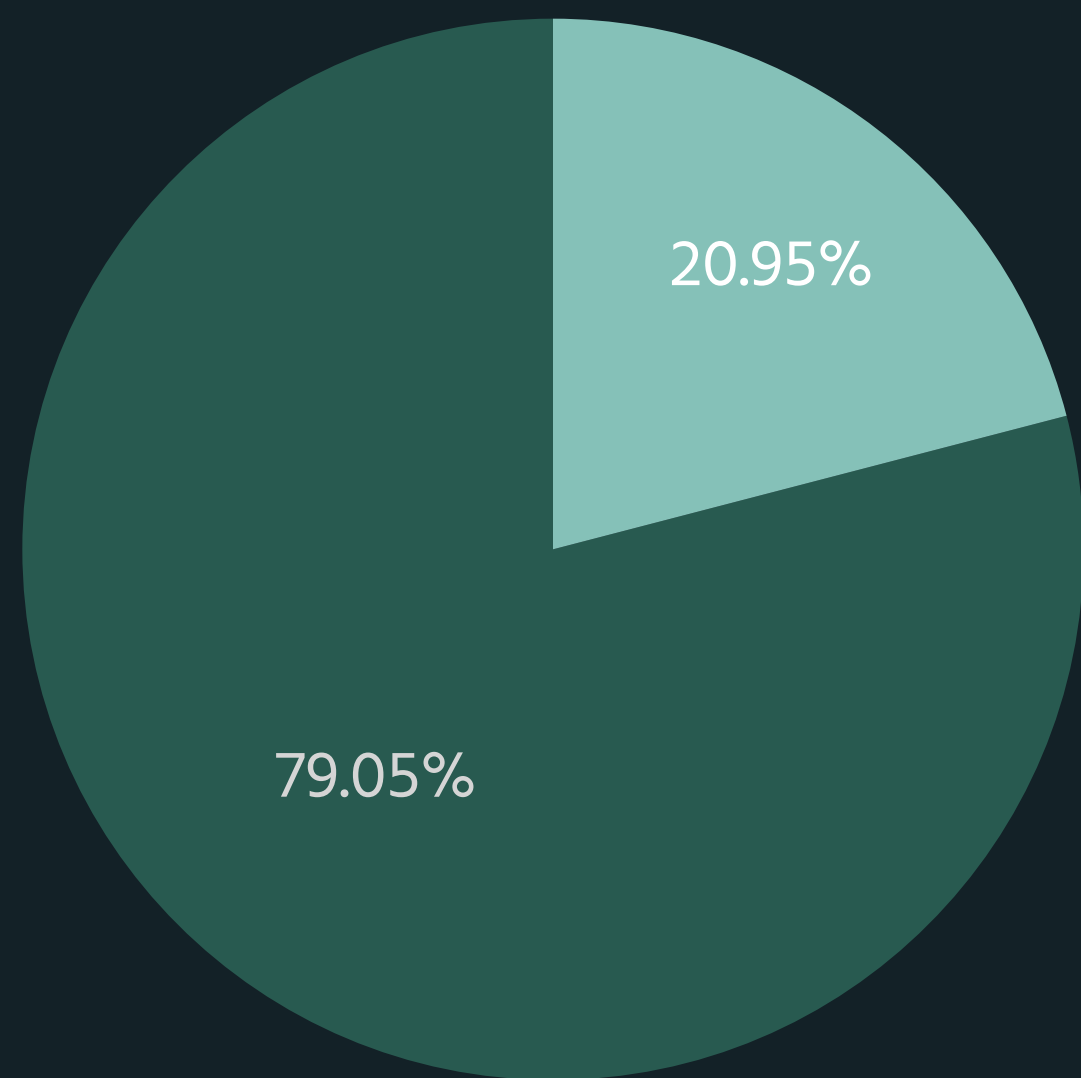
Proportion of Contracts that are Annual in B2B

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

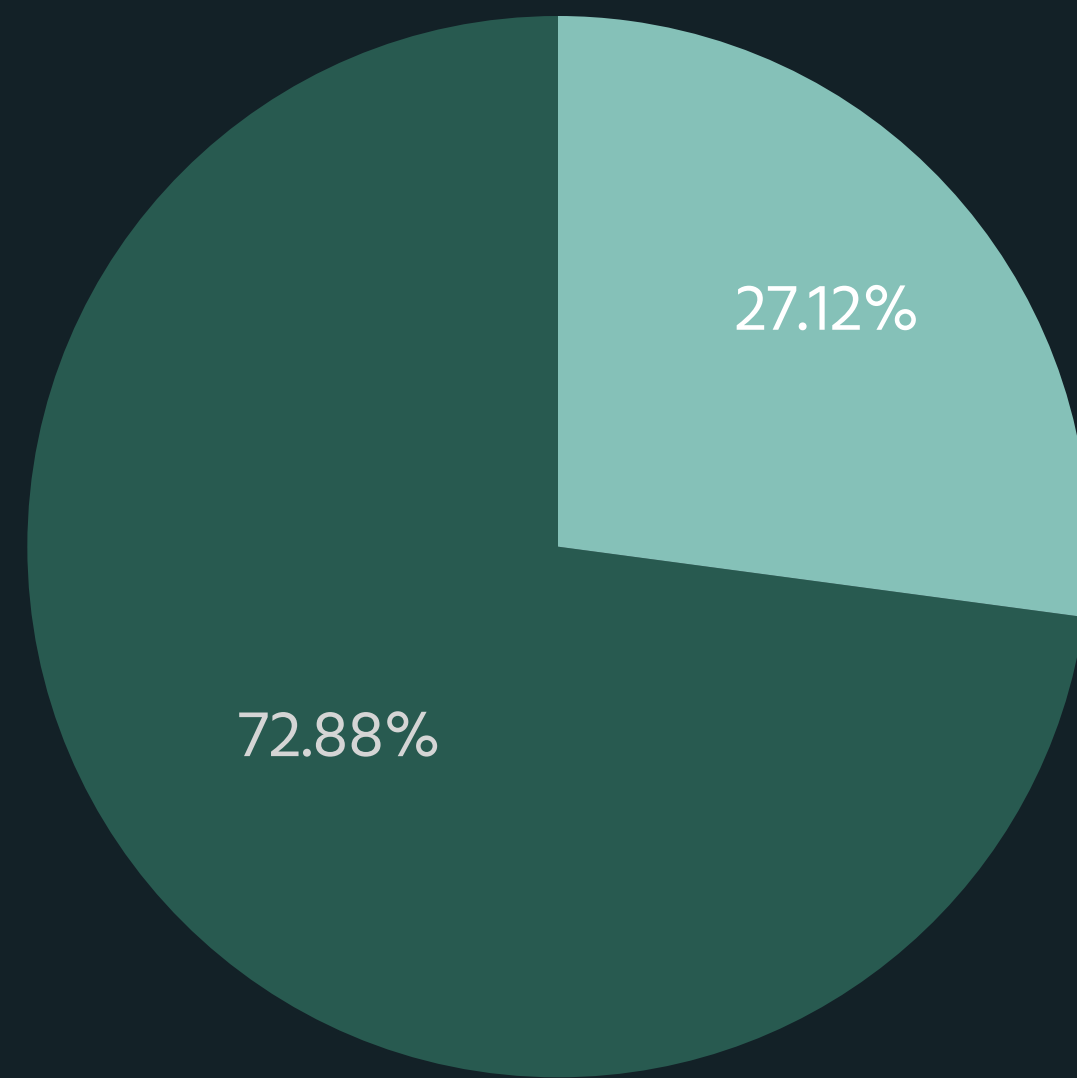


How Much Monthly Revenue Churn Due to Payment Failures

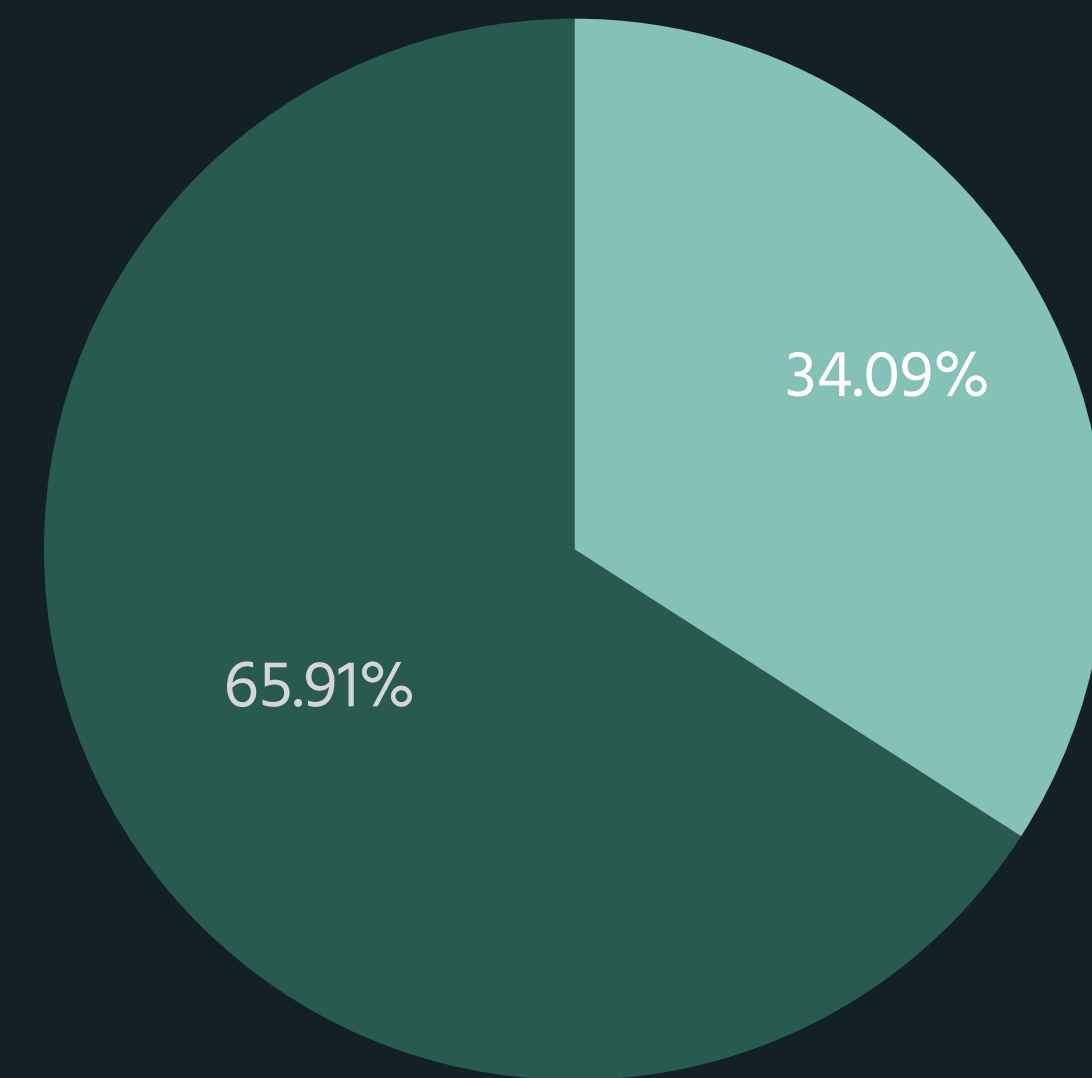
- Churn from Credit Card Failures
- Churn from Active Cancellations



\$1M to \$10M ARR



\$10.01M to \$50M ARR



Over \$50M ARR

SIZE OF COMPANY



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

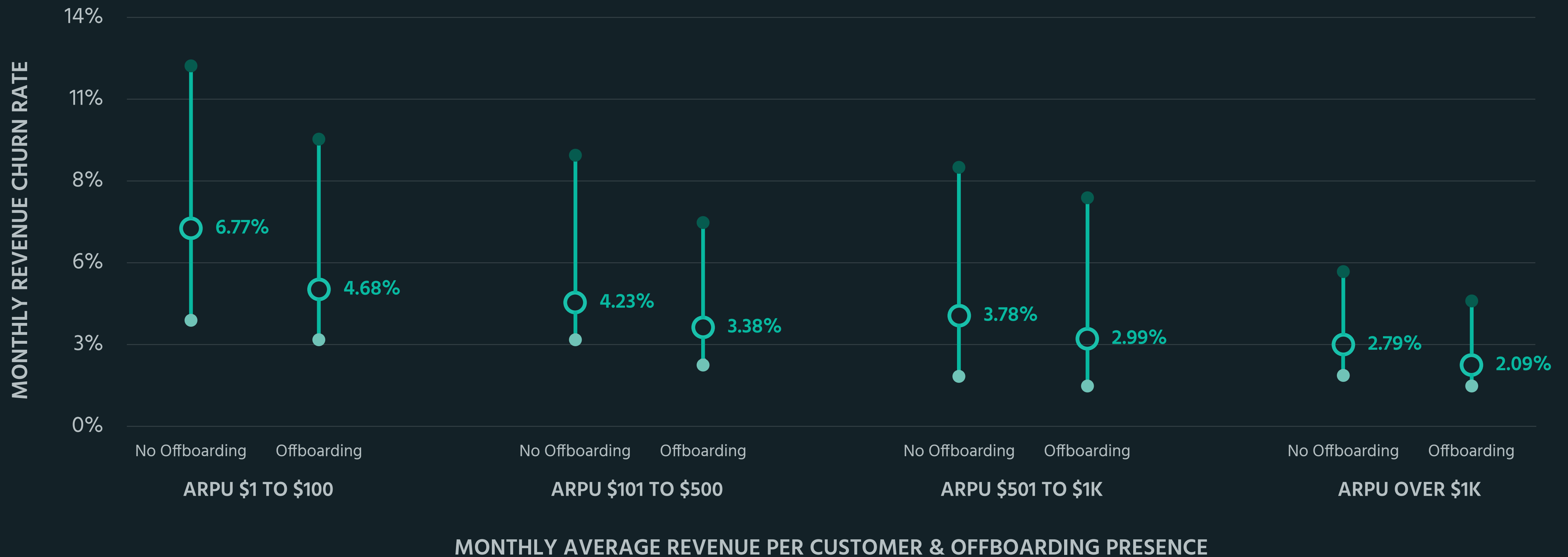
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



Salvage Offers/Offboarding

Companies with Offboarding and Salvage Offers Churn Much Less

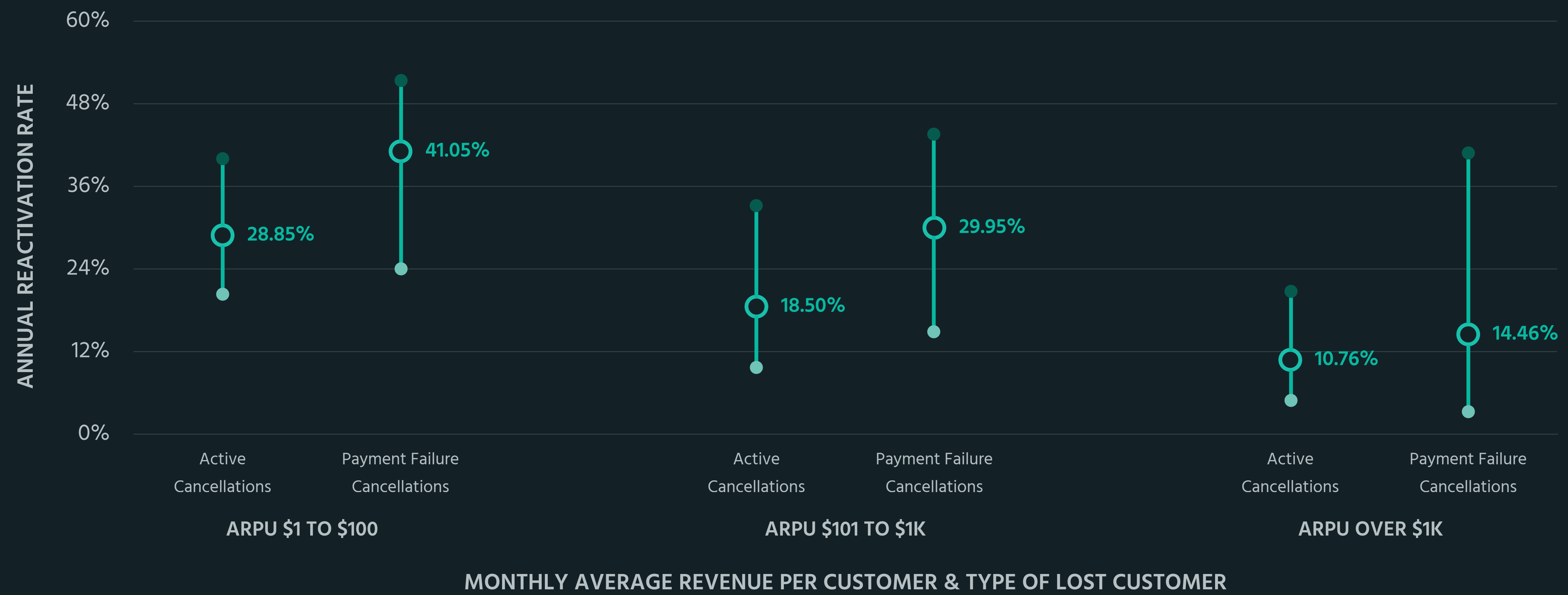
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



Reactivations

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

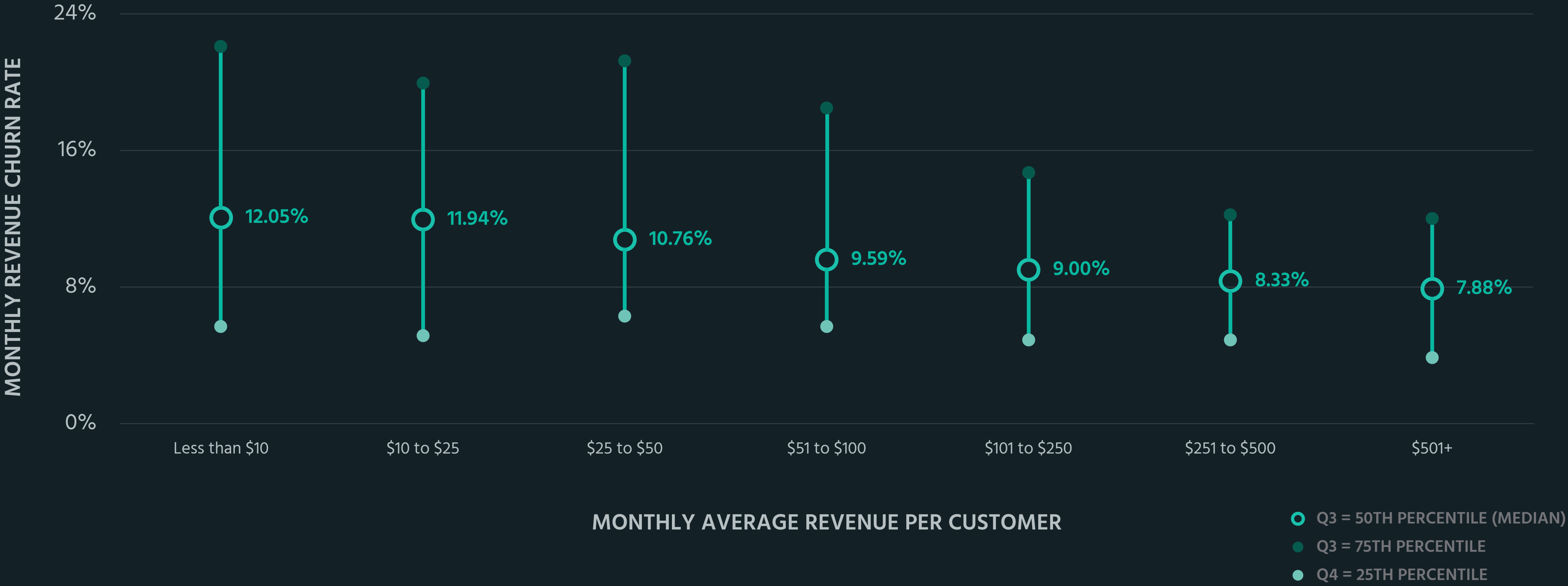
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



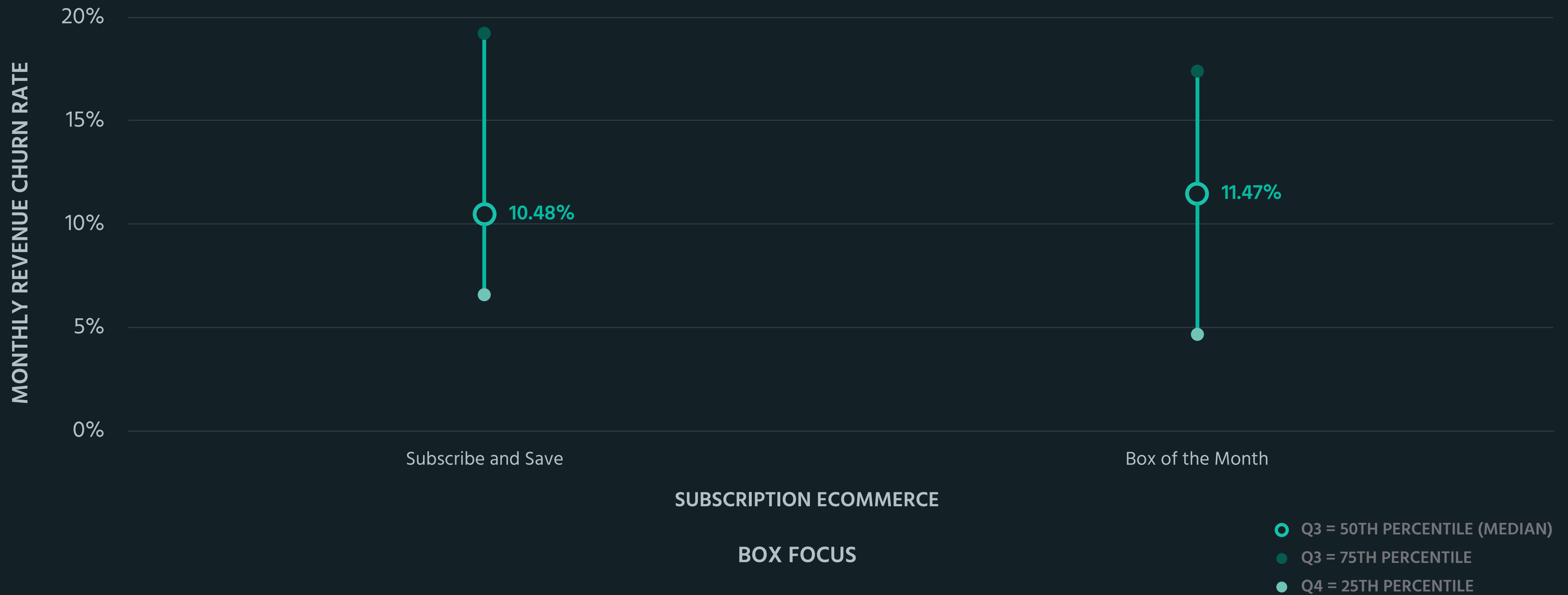
Subscription Ecommerce



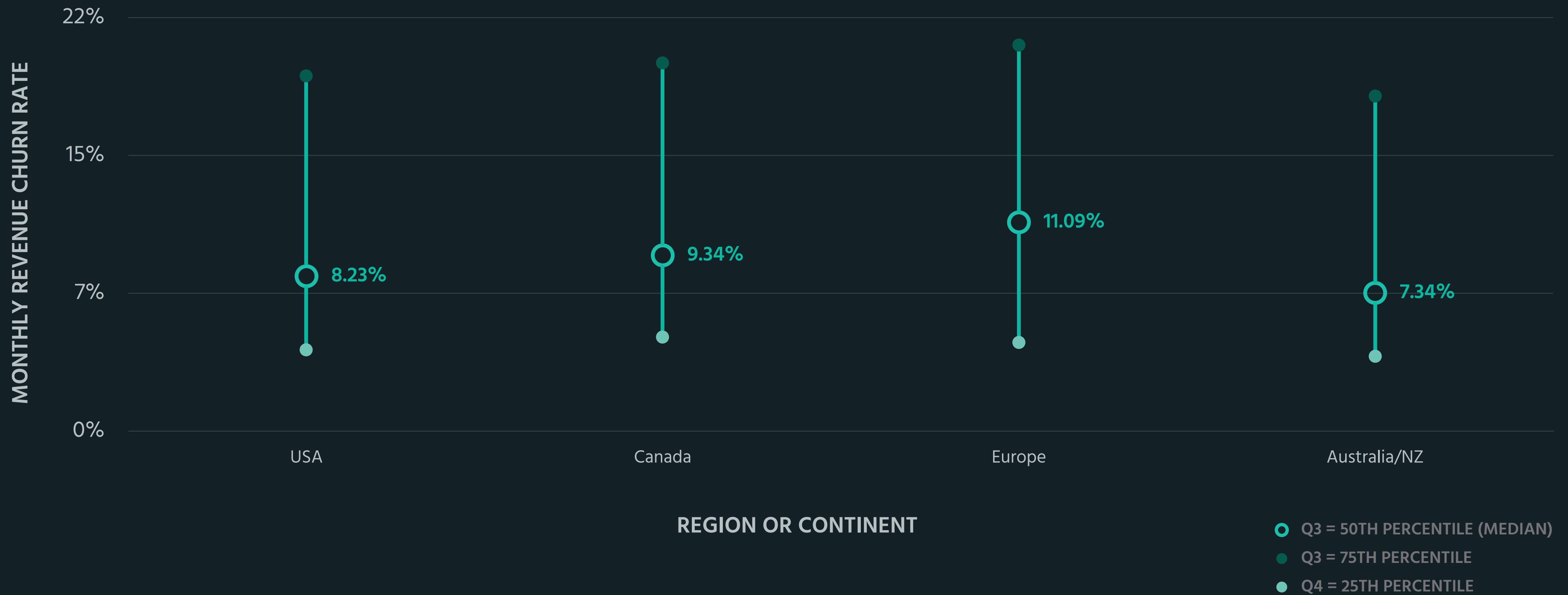
Subscription Ecommerce Revenue Churn Rates Broken down by Average Revenue Per Customer



Subscription Ecommerce Revenue Churn Rates Broken down by Box Focus



Subscription Ecommerce Revenue Churn Rates Broken down by Region/Continent

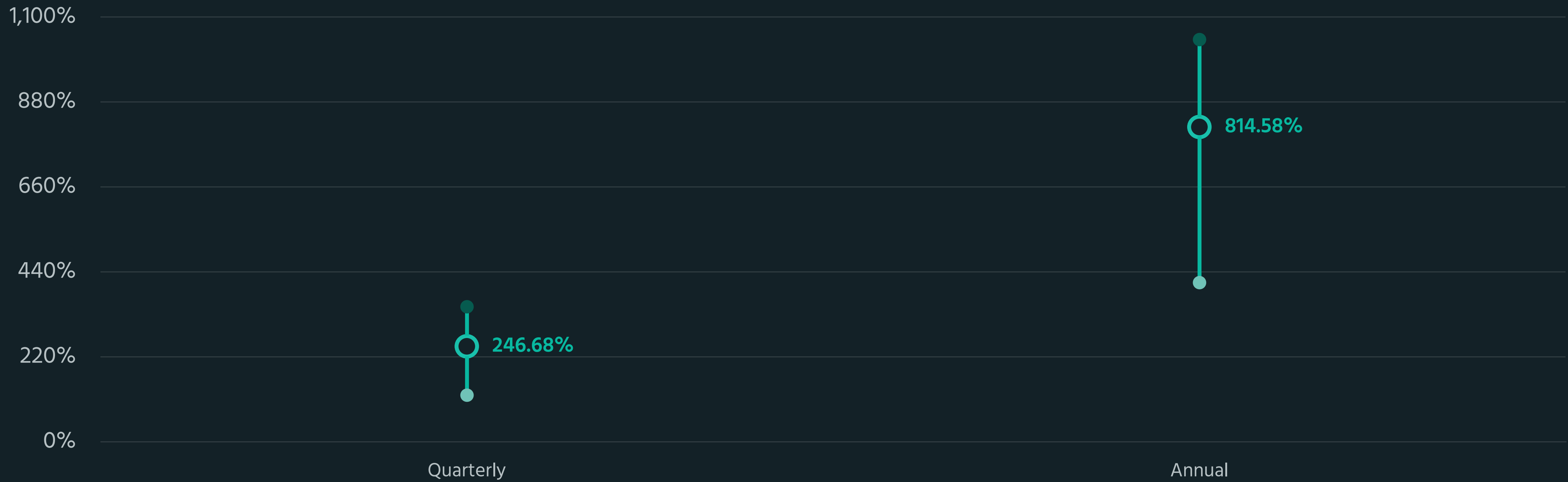


Subscription Ecommerce Revenue Churn Rates Broken down by Funding Amount



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

INCREASE IN LIFETIME VALUE (LTV) RELATIVE TO MONTHLY LTV

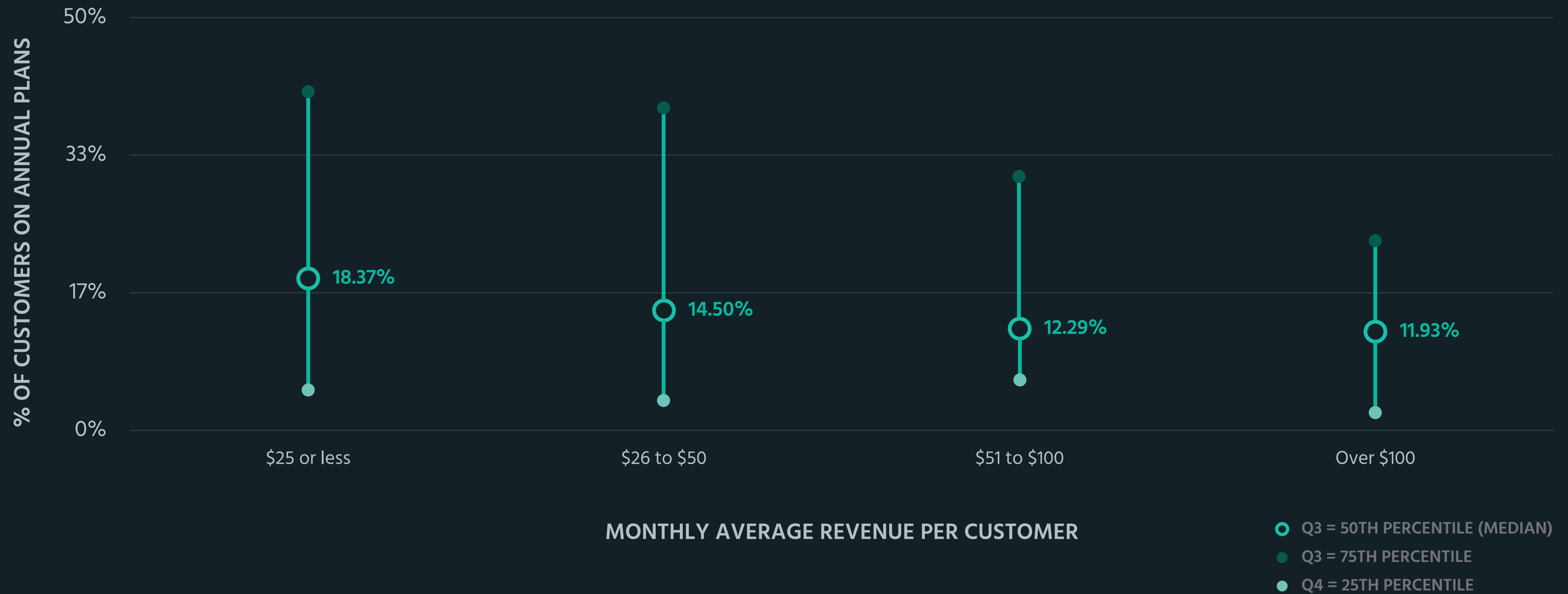


PRICEPOINT AND LENGTH OF CONTRACT

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

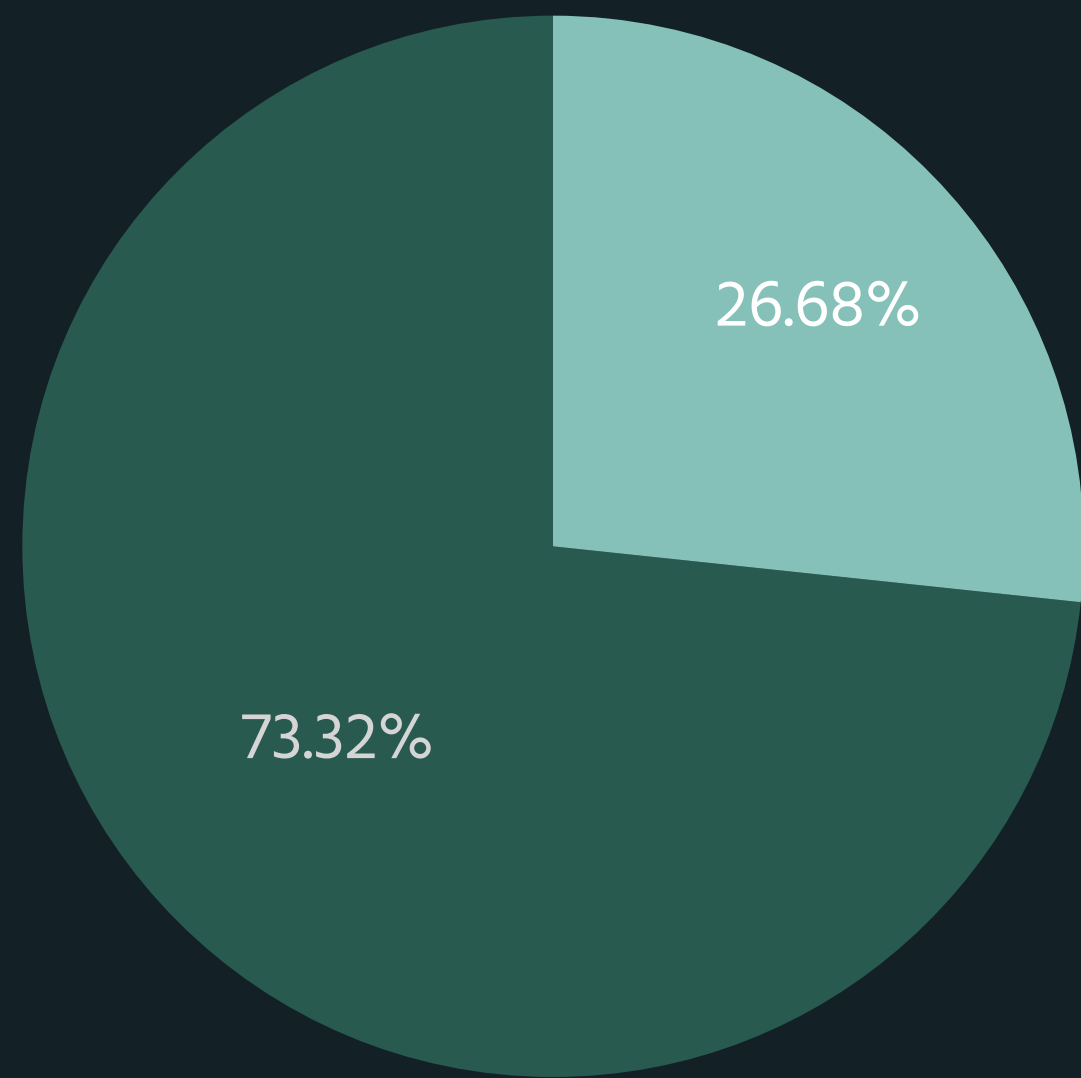


Proportion of Customers on Annual or Quarterly Plans

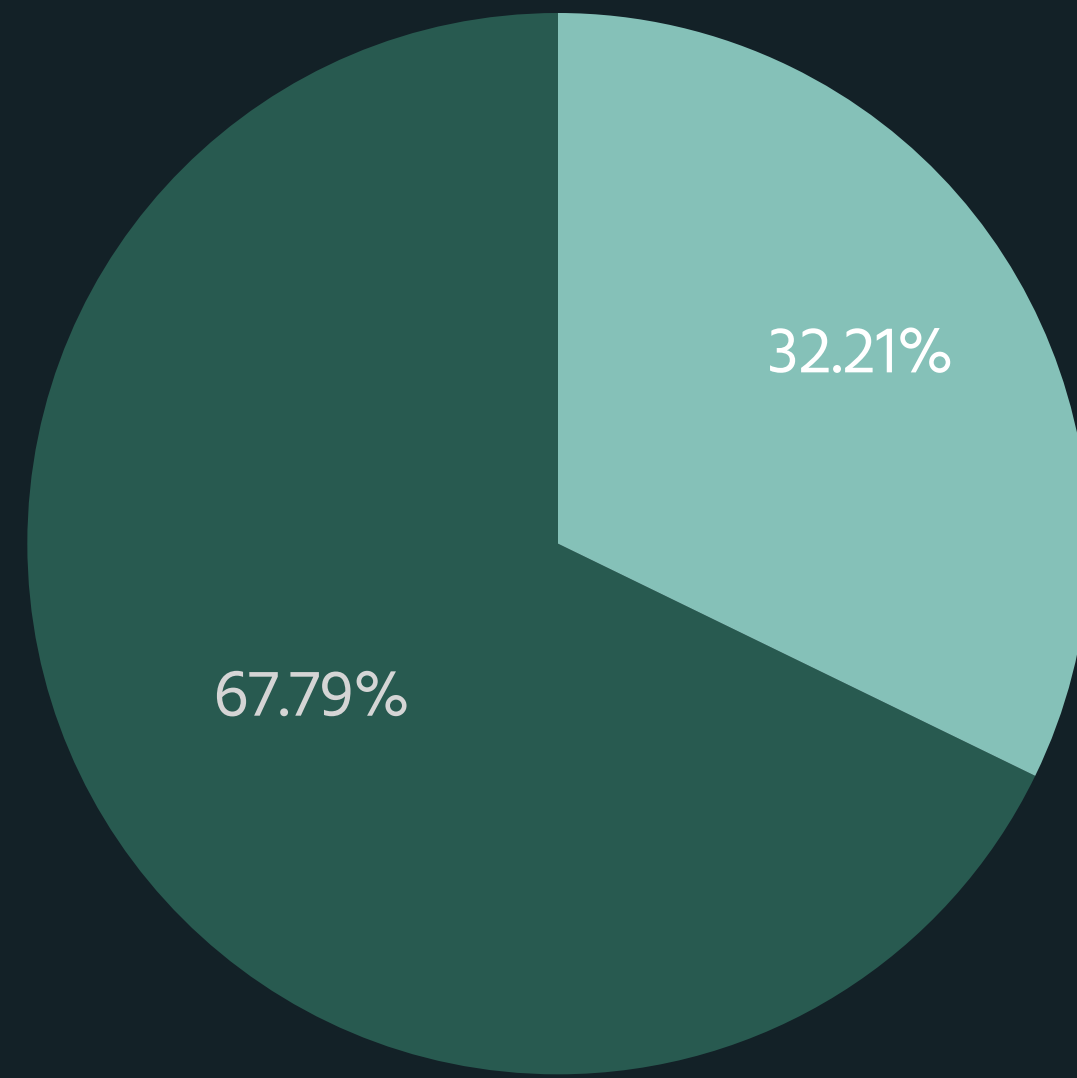


How Much Monthly Revenue Churn Due to Payment Failures

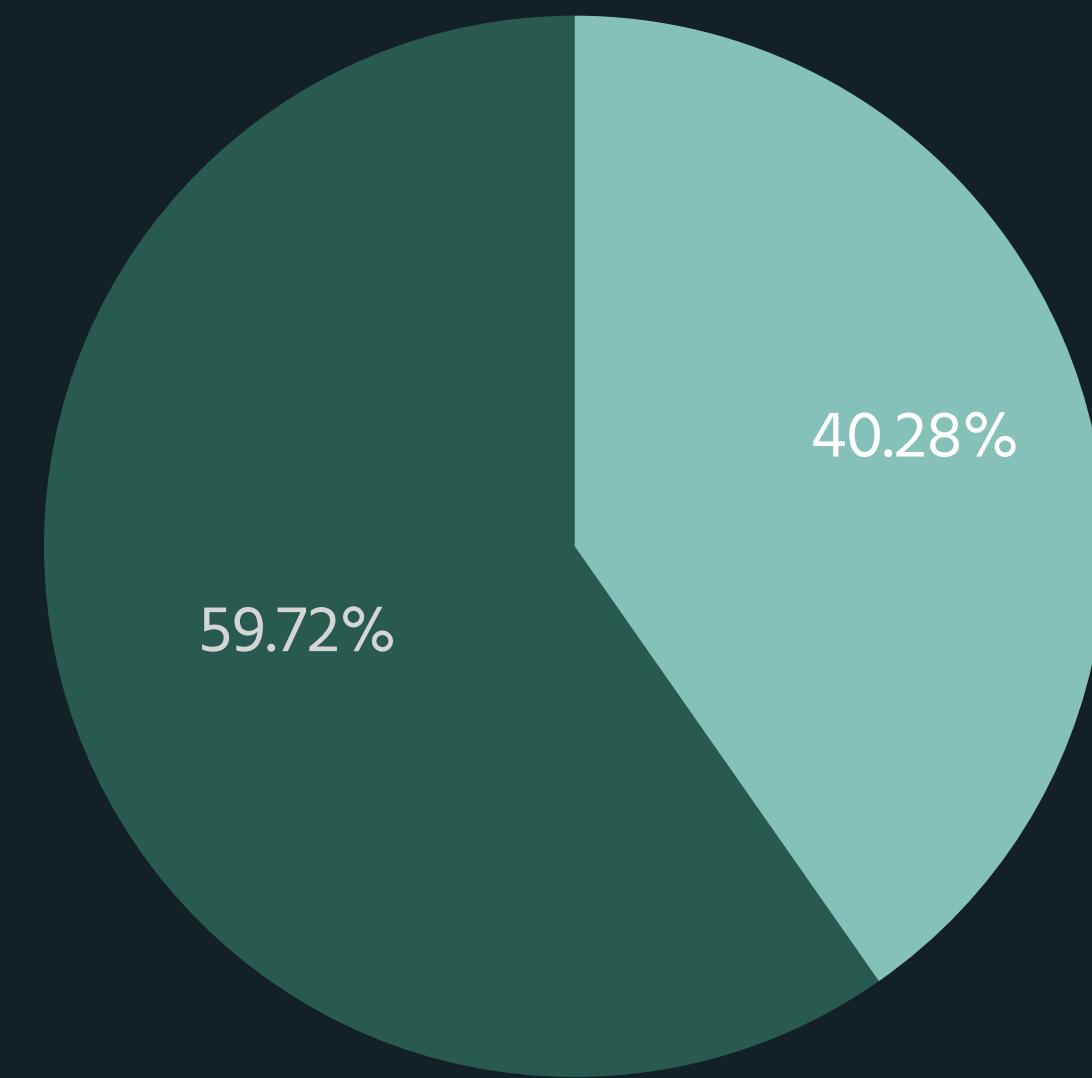
- Churn from Credit Card Failures
- Churn from Active Cancellations



\$1M to \$10M ARR



\$10.01M to \$50M ARR



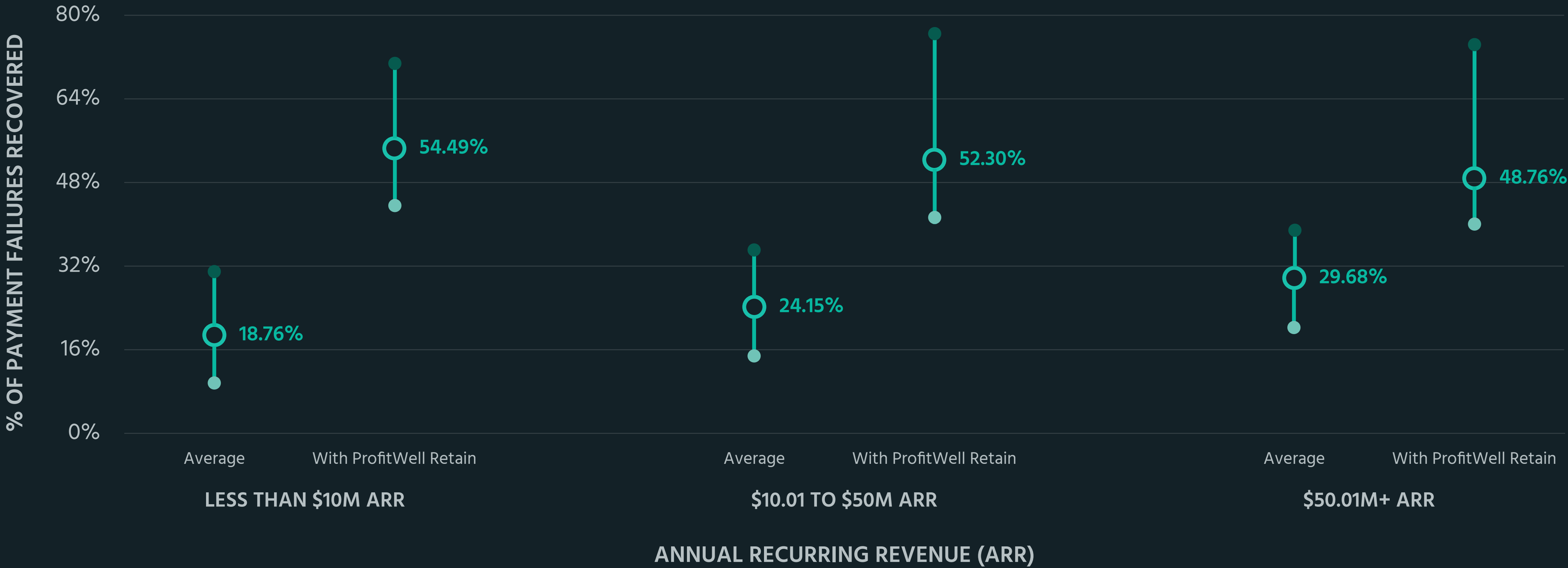
Over \$50M ARR

SIZE OF COMPANY



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

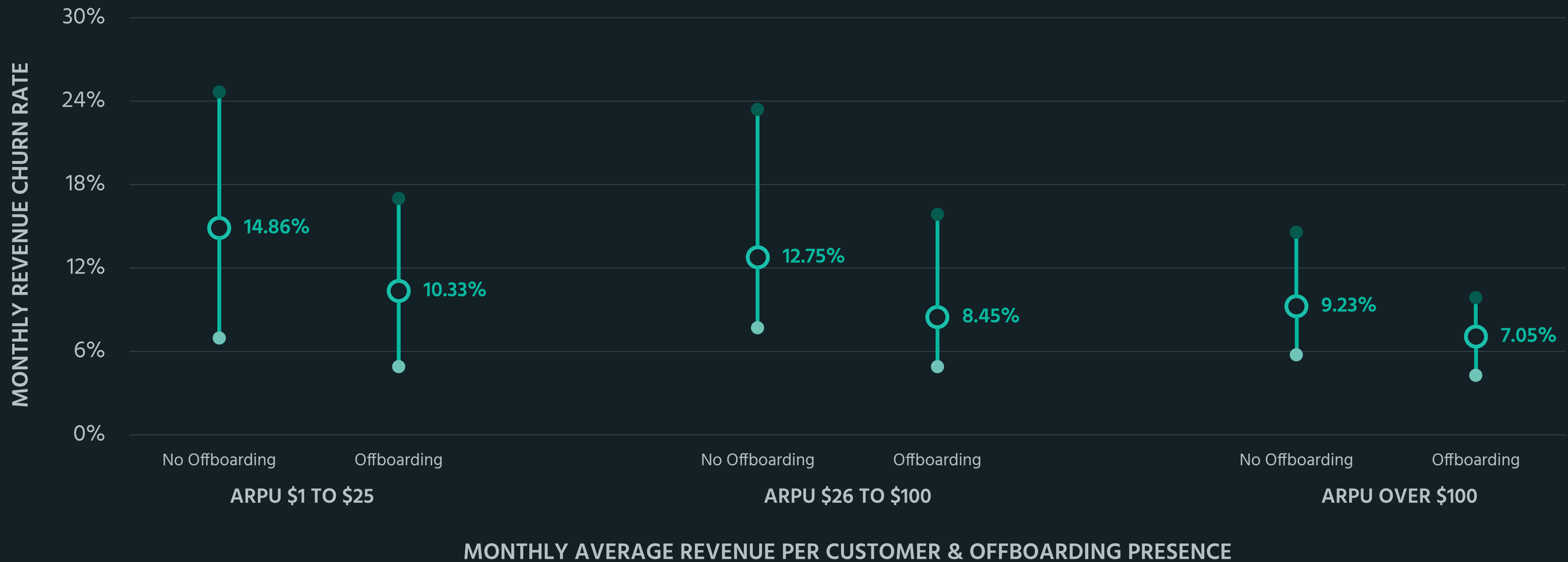
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



Salvage Offers/Offboarding

Companies with Offboarding and Salvage Offers Have Much Lower Cancellations

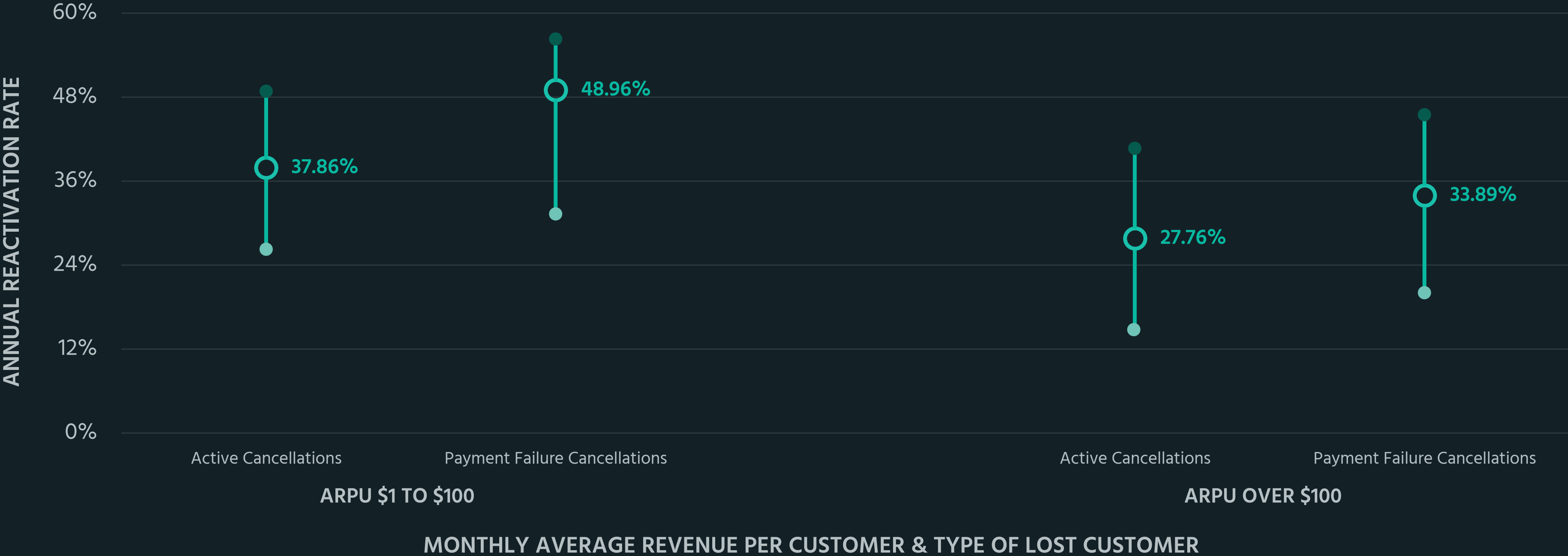
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



Reactivations

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

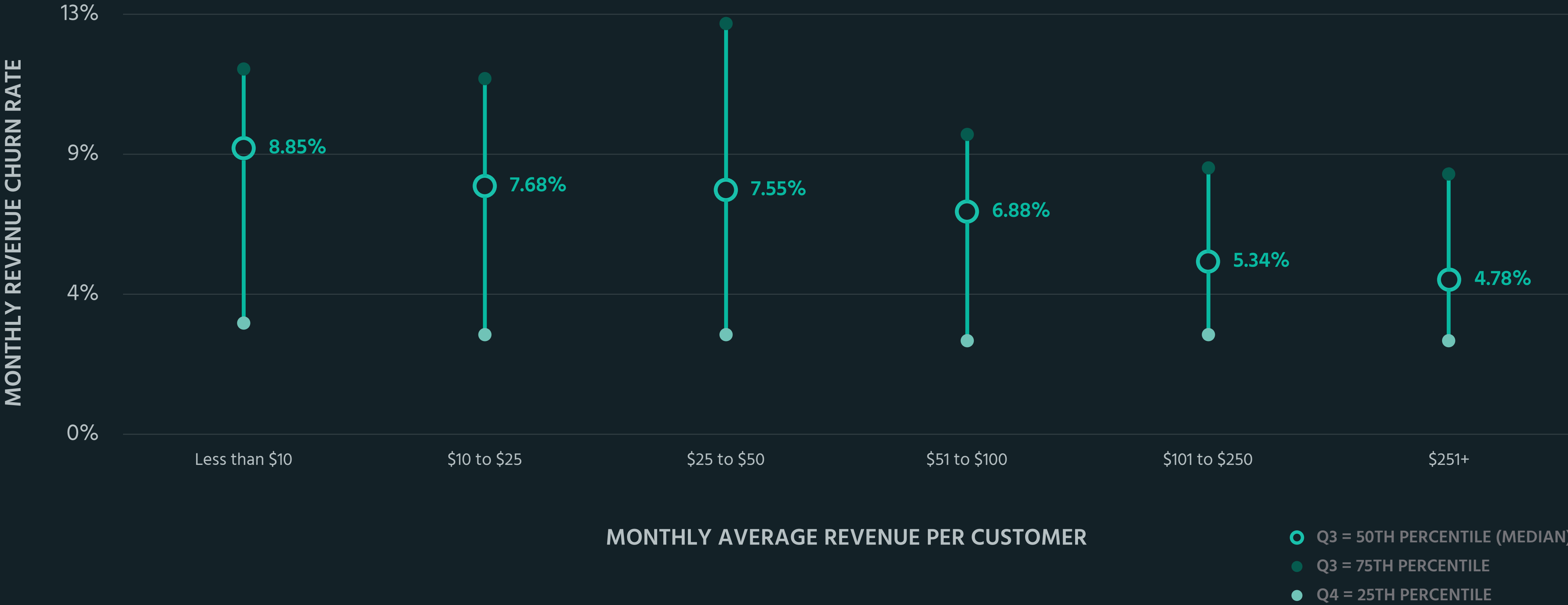
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



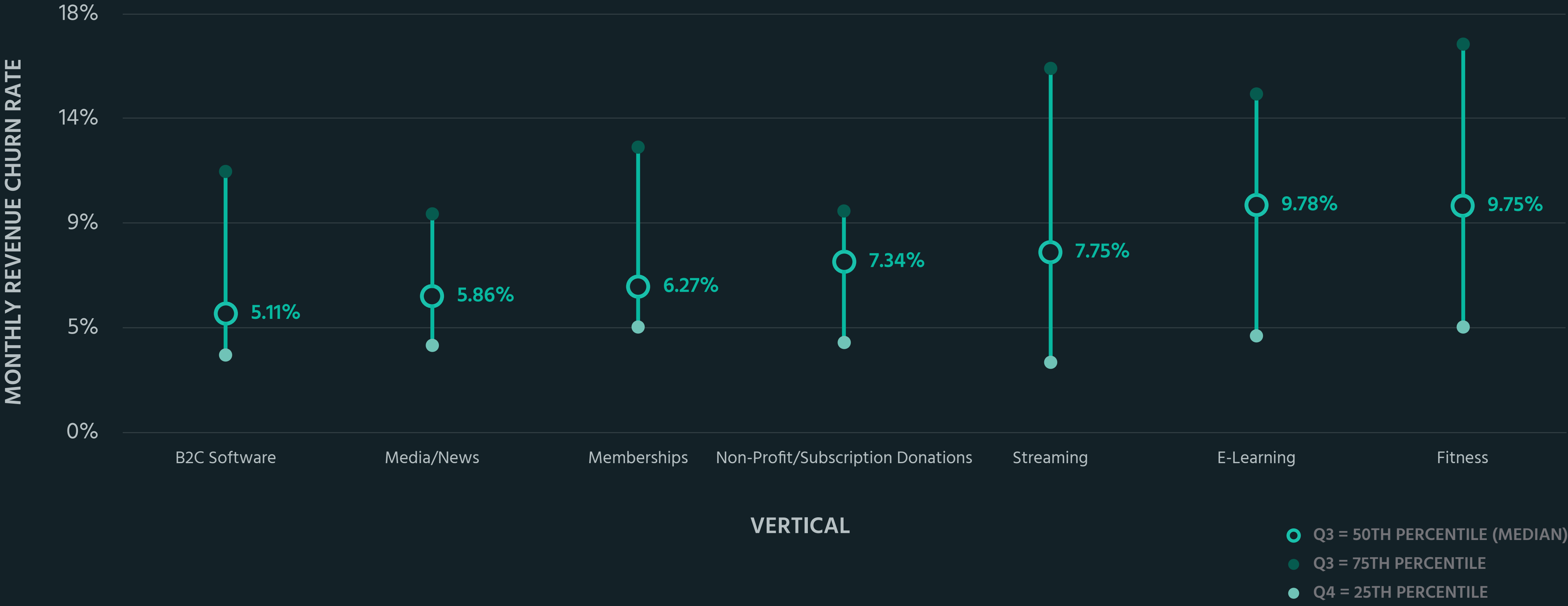
Consumer Subscriptions



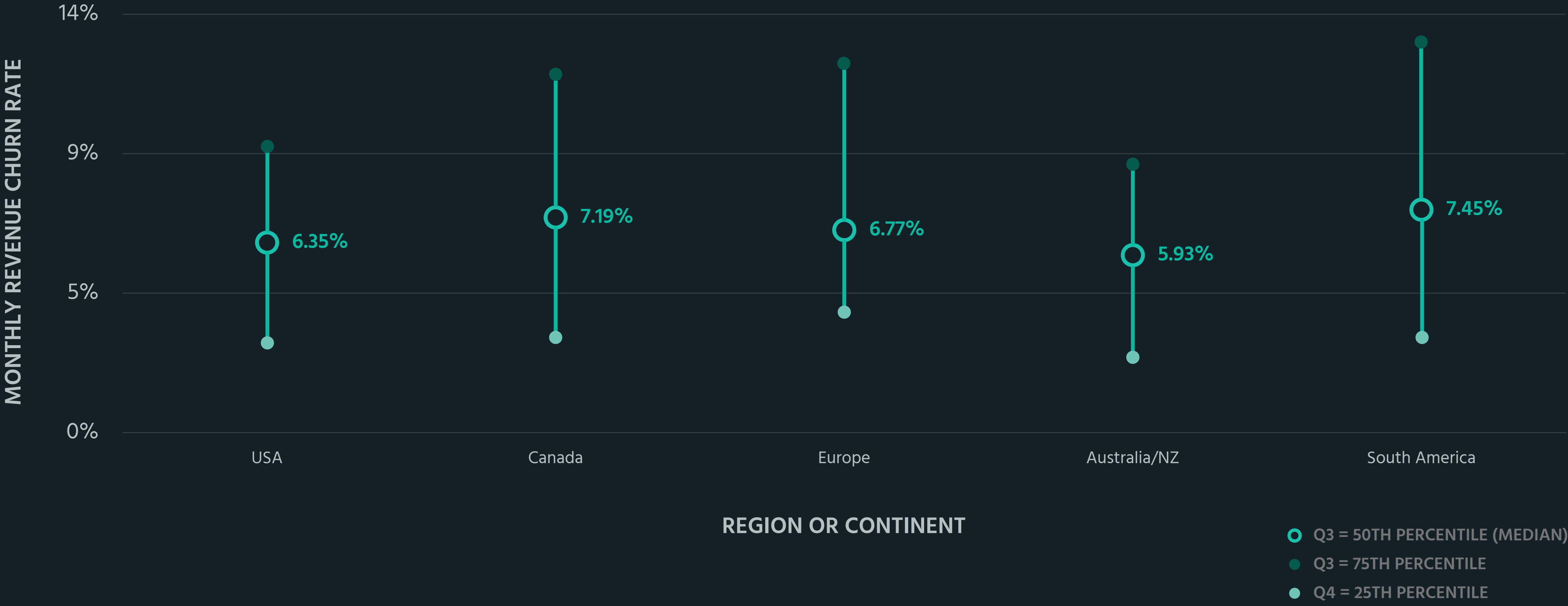
Consumer Subscriptions Revenue Churn Rates Broken down by Average Revenue Per Customer



Consumer Subscriptions Revenue Churn Rates Broken down by Vertical



Consumer Subscriptions Revenue Churn Rates Broken down by Region/Continent



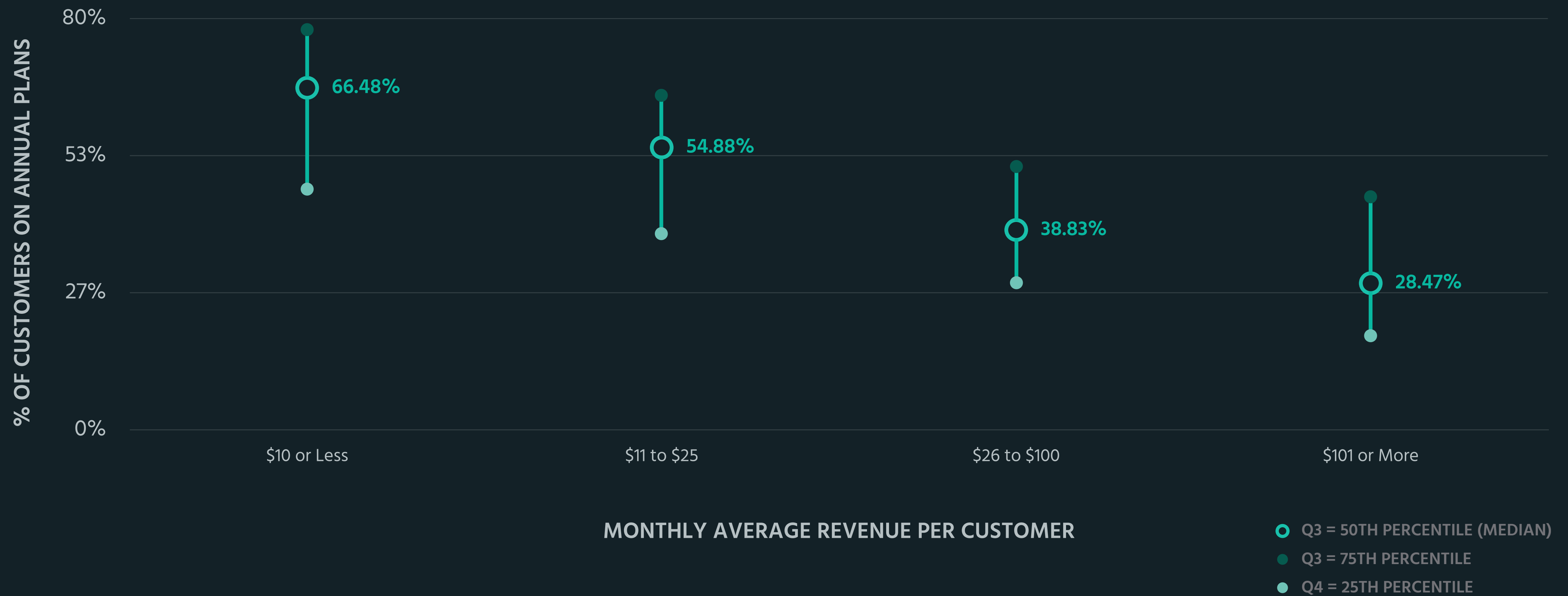
Revenue Churn Rates Broken down by Funding Amount



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

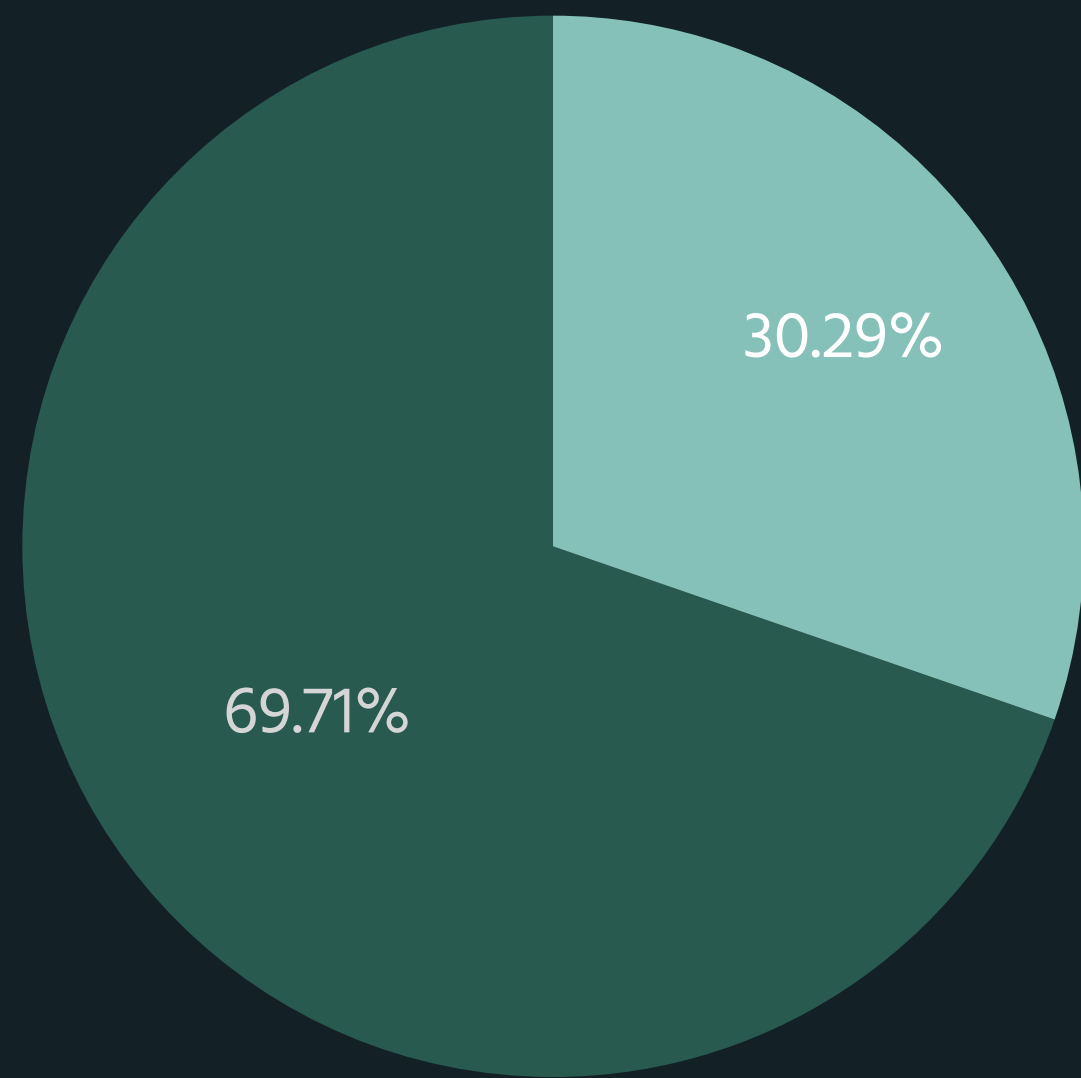


Proportion of Contracts that are Annual in Consumer Subscriptions

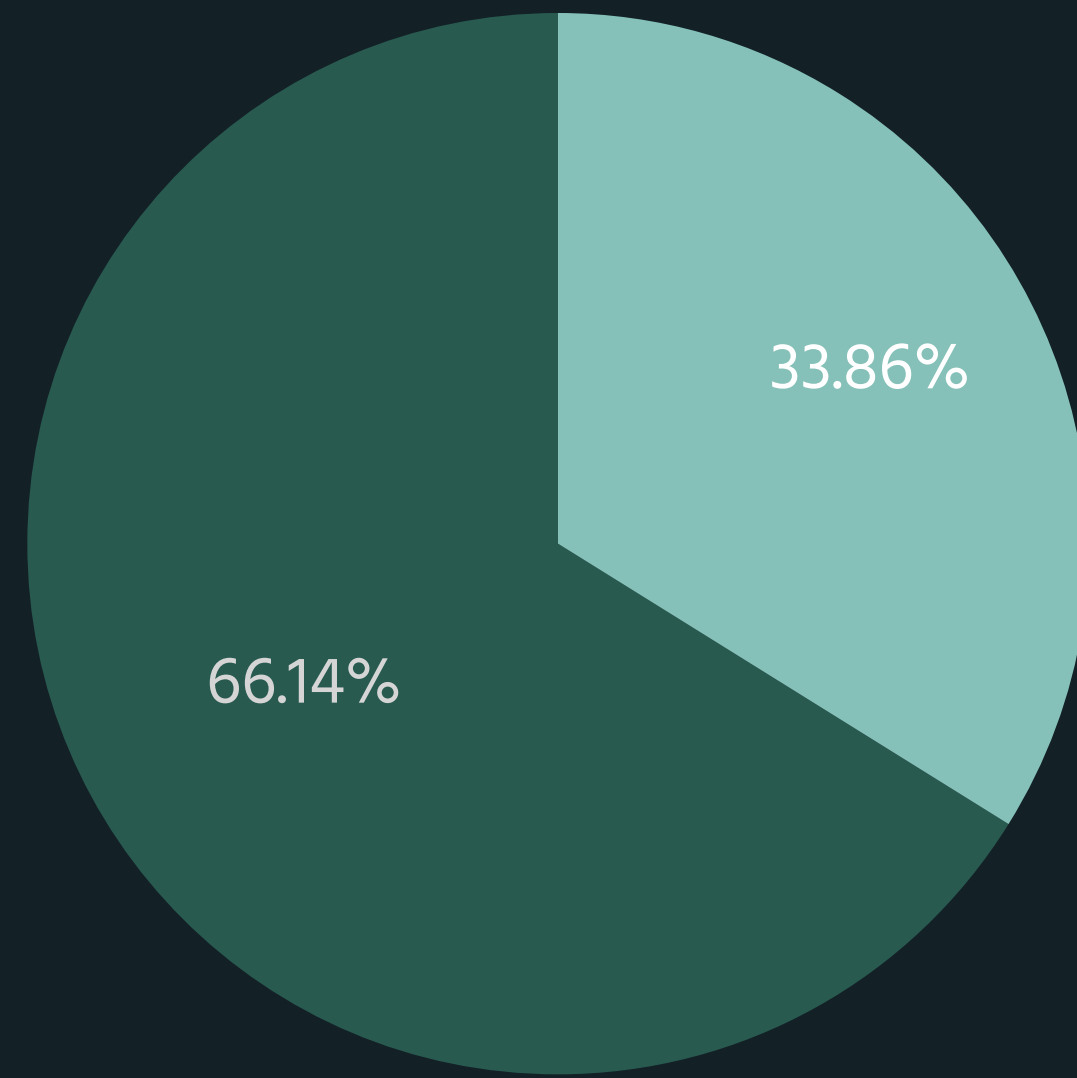


How Much Monthly Revenue Churn Due to Payment Failures

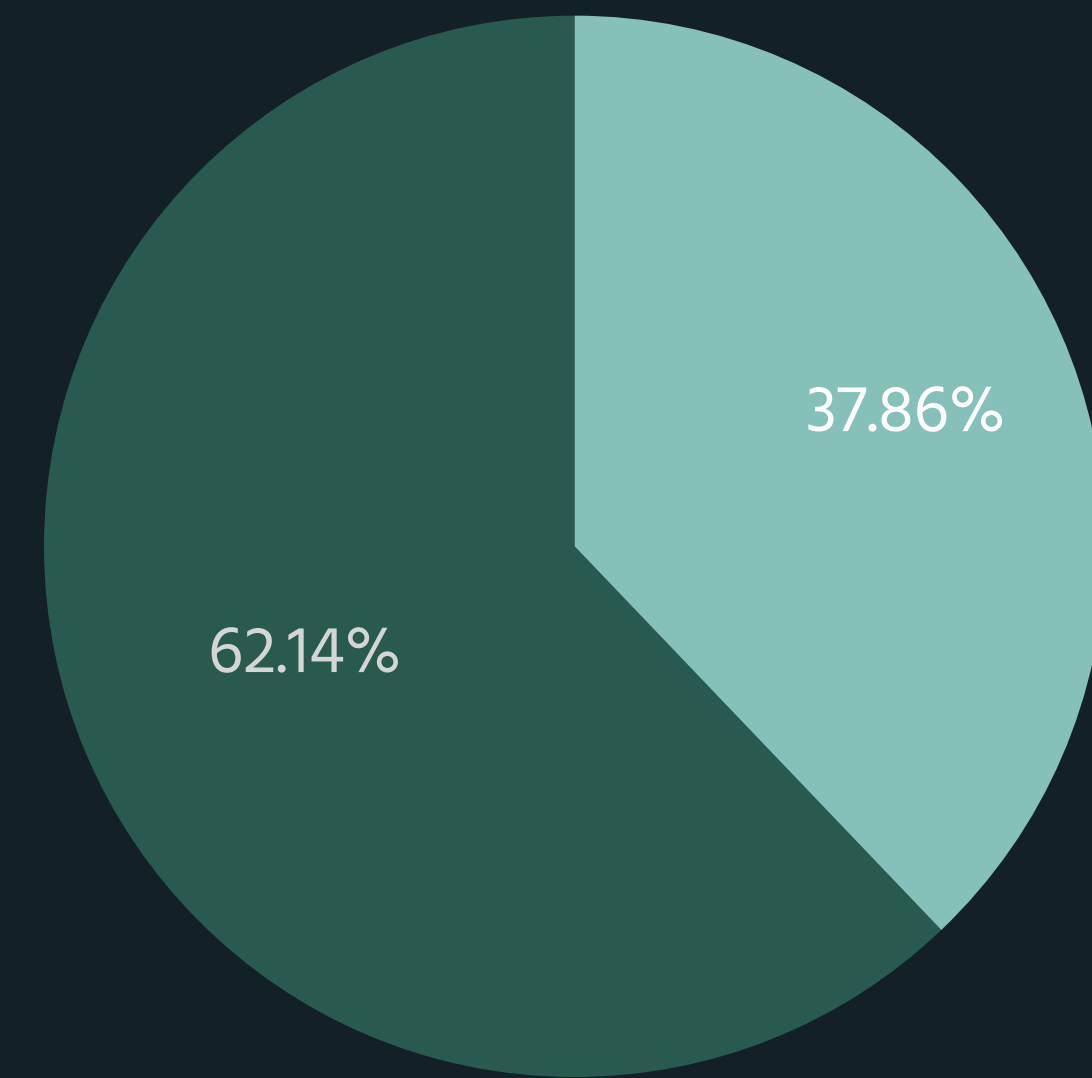
- Churn from Credit Card Failures
- Churn from Active Cancellations



\$1M to \$10M ARR



\$10.01M to \$50M ARR



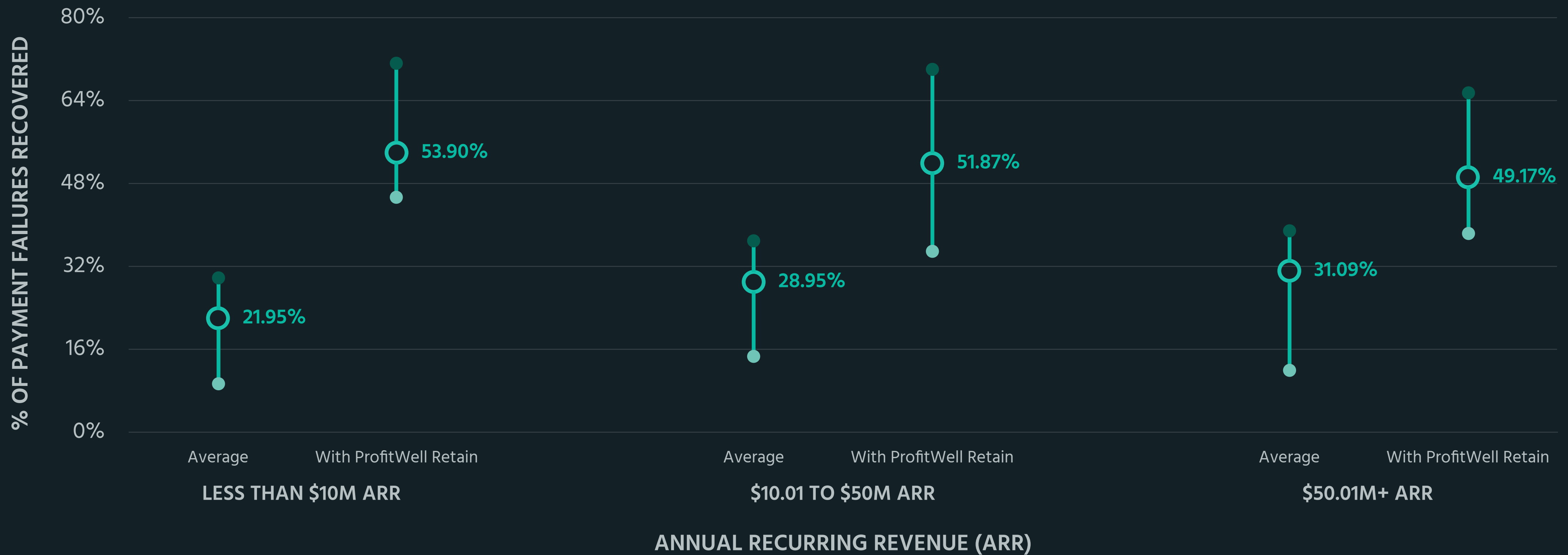
Over \$50M ARR

SIZE OF COMPANY



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

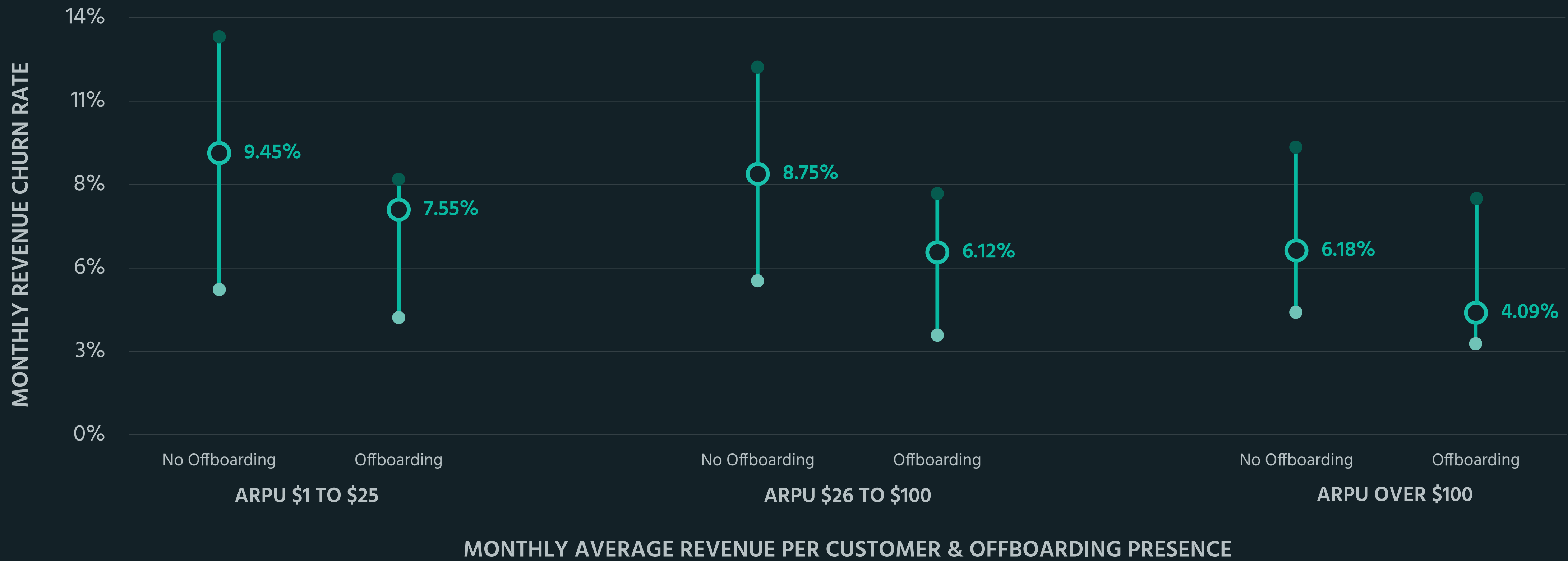
- Q3 = 50TH PERCENTILE (MEDIAN)
- Q3 = 75TH PERCENTILE
- Q4 = 25TH PERCENTILE



Salvage Offers/Offboarding

Companies with Offboarding and Salvage Offers Have Much Lower Cancellations

- 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

