



## SaaS Subscription KPIs

### Total Revenue & MRR:

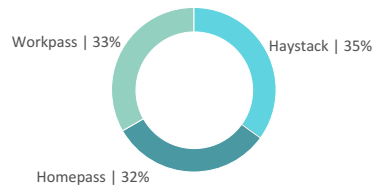
Total Revenue :

**\$189B**

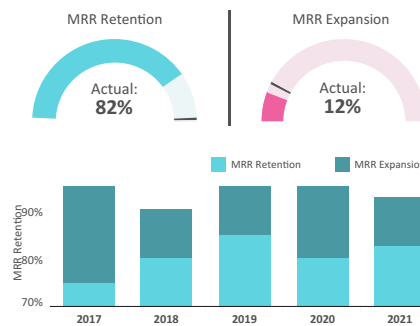
Total MRR :

**\$1B**

### MRR by Product Mix



### Monthly MRR Retention / Expansion



### Retention Rate:

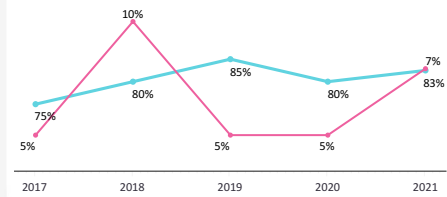
Retention Rate :

**82%**

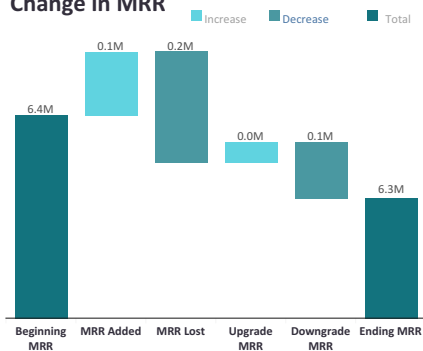
Churn Rate :

**7%**

### YOY Churn Rate v/s Retention Rate



### Change in MRR



### Customer Acquisition Cost

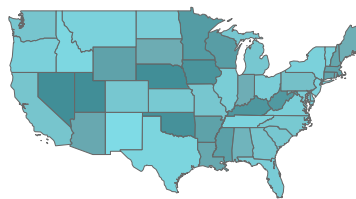
This Year

**\$48,013**

Last Year

**\$38,292**

### CAC by Region



### Average Revenue Per User

This Year

**\$48,013**

Last Year

**\$57,438**

### ARPU by Customer Size

