

Overview

Customers

Year
2024

Month
December

Segment
All

Subregion
All

Clear All Filters

90.47K

Total Sales
-6.95% vs LY ↓

8.53K

Total Profit
-52.34% vs LY ↓

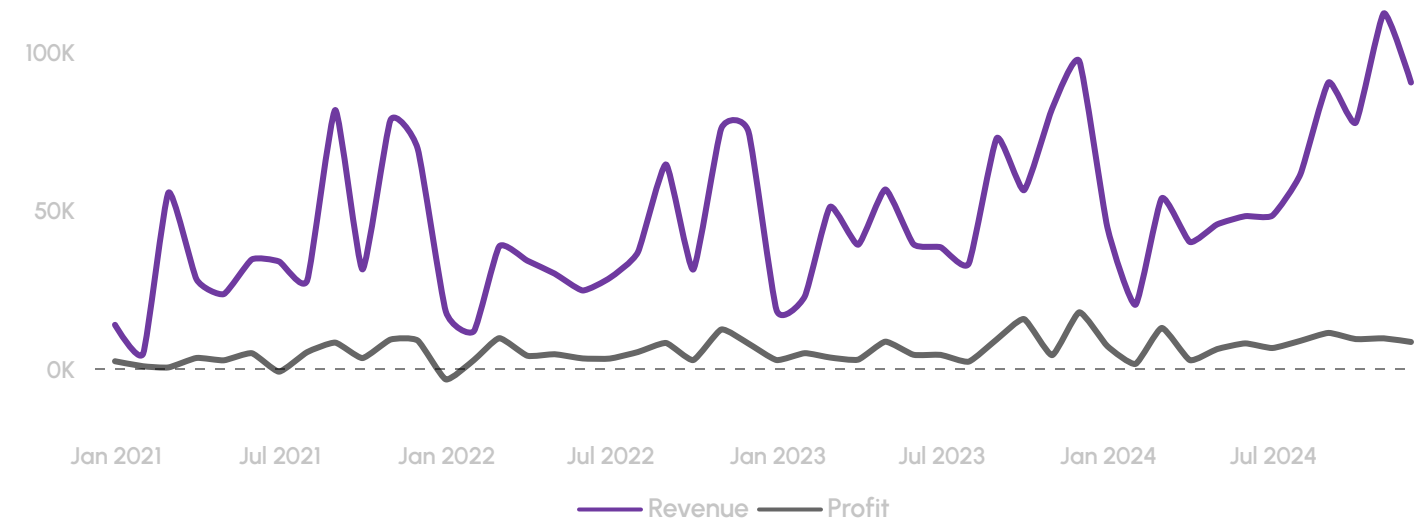
189.67

AOV
-31.73% vs LY ↓

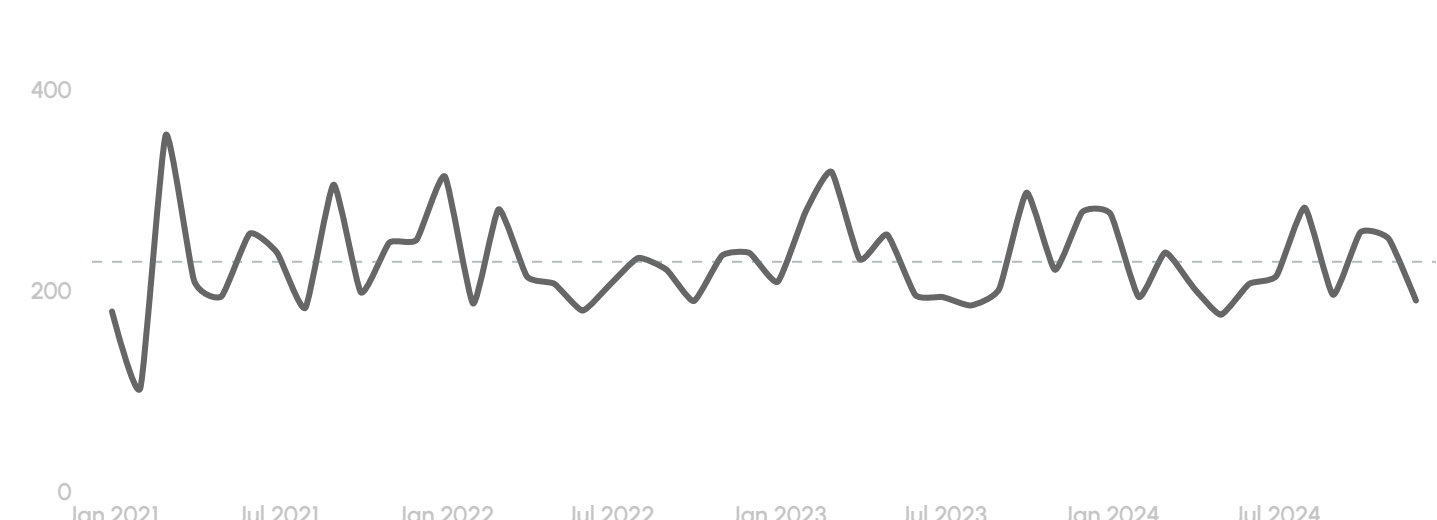
9.43%

GPM
-31.73% vs LY ↓

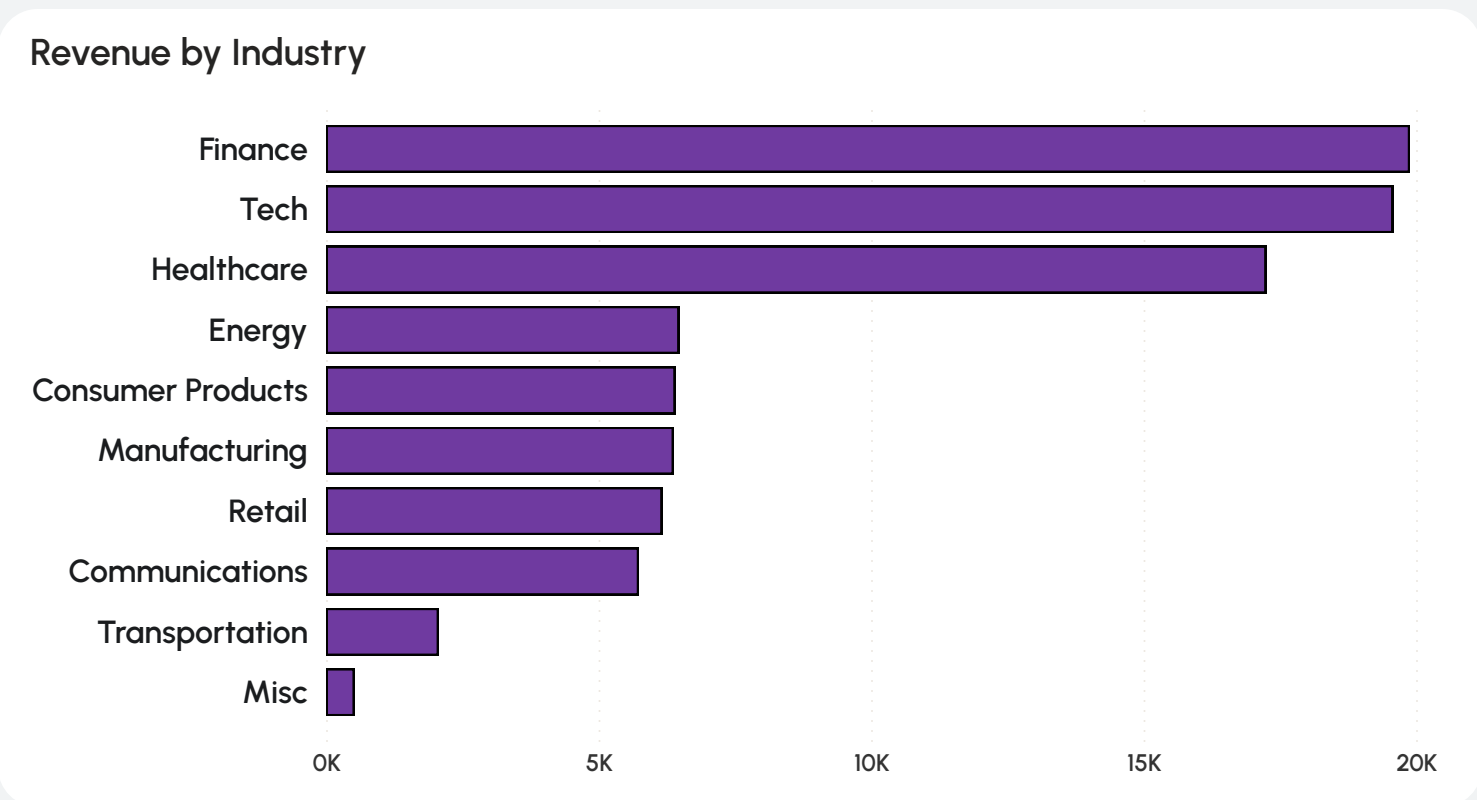
Revenue and profit



Average Order Value



Product	Total Sales	Average Order Value	Total Profit
Alchemy	6,679.89	1,669.97	2,540.96
FinanceHub	17,567.39	390.39	2,398.06
Site Analytics	9,685.09	276.72	1,853.66
Support	6,457.05	93.58	1,813.39
Data Smasher	5,468.95	147.81	1,451.07
Marketing Suite - Gold	10,727.93	233.22	1,444.63
OneView	7,180.76	287.23	773.43
SaaS Connector Pack	4,087.50	80.15	279.64
ChatBot Plugin	1,018.22	27.52	243.76
SaaS Connector Pack - Gold	414.86	59.27	174.97
Storage	172.40	14.37	62.66
Big Ol Database	1,248.97	416.32	-39.80
Marketing Suite	3,654.10	304.51	-366.79
ContactMatcher	16,111.50	171.40	-4,096.77



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84

Customers
+5.00% vs LY ↑

1.08K

Revenue per Customer
-11.39% vs LY ↓

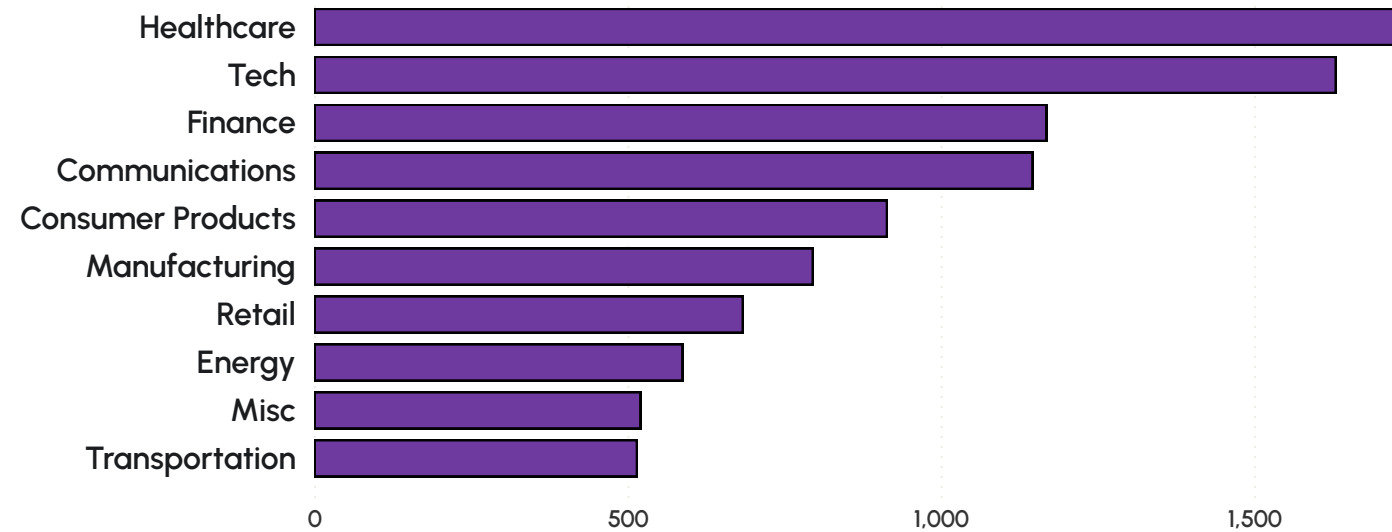
14.62%

Average Discount Rate
+9.61% vs LY ↑

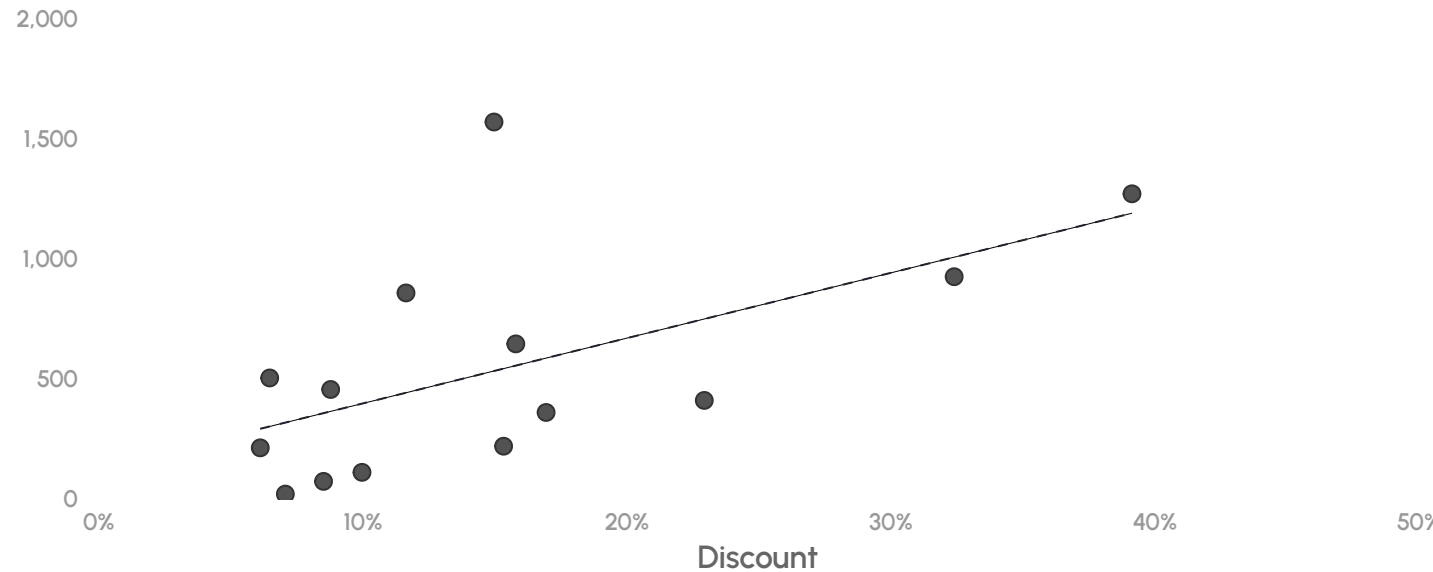
87.50%

Customer Retention Rate
+7.39% vs LY ↑

Revenue per Customer by Industry



How discounts affect revenue per customer



Product	Customer Count	Sales per Customer	Discount Rate	Retention Rate
ContactMatcher	55	292.94	30.59%	67.50%
Support	42	153.74	5.80%	44.44%
SaaS Connector Pack	36	113.54	16.47%	51.85%
Marketing Suite - Gold	34	315.53	4.35%	45.83%
FinanceHub	31	566.69	11.11%	40.74%
Data Smasher	29	188.58	7.03%	18.18%
Site Analytics	28	345.90	15.43%	33.33%
ChatBot Plugin	27	37.71	9.73%	42.11%
OneView	21	341.94	16.80%	41.18%
Marketing Suite	11	332.19	23.08%	0.00%
Storage	11	15.67	8.33%	0.00%
SaaS Connector Pack - Gold	7	59.27	8.57%	28.57%
Alchemy	4	1,669.97	10.00%	0.00%
Big Ol Database	3	416.32	33.33%	0.00%

Customer	Total Sales	GPM	AOV
Amazon	5,545.98	2.58%	326.23
Cisco Systems	5,428.51	21.56%	678.56
Bank of America Corp.	4,198.83	25.92%	599.83
UnitedHealth Group	4,112.86	13.82%	257.05
Merck	3,748.55	35.98%	468.57
Comcast	3,614.92	1.95%	172.14
Ford Motor	3,531.56	-77.41%	504.51
Allstate	3,341.25	4.58%	1,113.75
Anthem	2,961.25	23.98%	227.79
Apple	2,891.50	-12.49%	963.83
Fannie Mae	2,548.03	16.97%	212.34
Aetna	2,364.37	32.63%	262.71
Bosch	2,274.18	-10.21%	189.51
Costco Wholesale	2,226.83	19.22%	185.57