

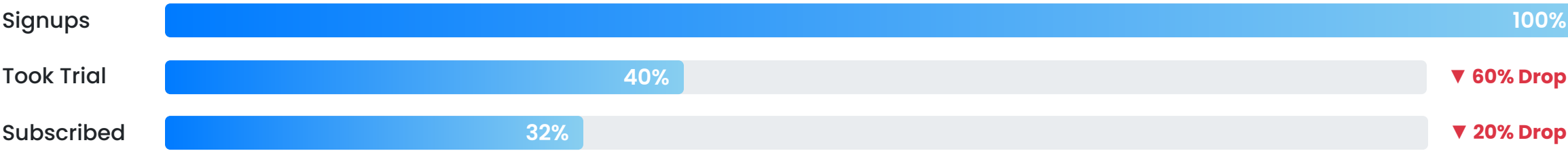
Executive Growth & Retention Report

Analysis for Q3 2025 | Key Findings and Strategic Priorities

1. Where are the biggest drop-offs in the funnel?

Finding the Leak: A 60% Drop-Off Post-Signup

The most significant loss of potential customers occurs immediately after they sign up, before they engage with a trial. This initial step is the leakiest part of our funnel and our biggest opportunity for growth.



Drop-off rates are consistent across all major traffic sources (Google Ads: 60.9%, Organic: 60.3%, Referral: 62.2%).

2. How do these patterns impact key revenue metrics?

Funnel and retention performance directly correlate with Monthly Recurring Revenue (MRR) and Average Revenue Per User (ARPU).

The July Dip

MRR

₹930K

From ₹1.39M in June. This aligns perfectly with poor M1 retention from the July signup cohort.

The August Recovery

ARPU

₹19.76K

Spiked to an all-time high. Driven by **expansion revenue** from older, stronger cohorts, not new user retention.

3. Do campaign sources explain differences in retention?

Yes.

The acquisition source is a primary predictor of user retention. Channels that attract high-intent, pre-qualified users deliver significantly higher long-term value and lower churn compared to broad, volume-focused paid campaigns.

★ Top Performing Channel: Referral

M3 Retention (June Cohort)

14.1%

Referral users are the clear winners for long-term value, likely pre-qualified by a trusted recommendation.

🌱 Highest Quality Channel: Organic

Post-Subscription Churn

18.8%

Users from Organic search have the lowest churn rate, indicating high intent and excellent product-need fit.

📢 Highest Volume Channel: Google Ads

Post-Subscription Churn

27.2%

While effective for driving signups, this channel attracts less-committed users with the highest churn.

Cohort Retention Breakdown by Source (M1 & M3)

Source / Campaign	M1 (June '25)	M1 (July '25)	M1 (Aug '25)	M3 (June '25)
Campaign B	32.6%	19.2%	6.4%	-
Campaign C	-	-	9.0%	12.0%
Referral	-	-	-	14.1%
Google Ads	32.3%	21.0%	-	7.1%

Key Insight: The June 2025 cohort shows significantly stronger retention, which directly contributed to higher revenue. M3 retention for July/August cohorts is not yet mature.

4. Strategic Priorities for Sustainable Growth

1 Fix the Initial Onboarding Experience

Problem: 60% of signups never start a trial. This is our biggest growth lever.

Action: Implement an automated onboarding sequence (emails, in-app tutorials, setup wizard) to guide users to immediate value.

2 Double Down on High-Quality Channels

Opportunity: Referral & Organic users show the best retention and lowest churn.

Action: Launch a formal customer referral program and increase investment in SEO/content marketing to attract more high-intent users.

3 Optimize Paid Acquisition for Quality

Problem: Google Ads drives volume but has high churn (27.2%).

Action: Refine ad targeting to high-intent keywords and audiences. Adjust ad copy to set clearer product expectations to pre-qualify users.

4 Systematize Expansion Revenue

Opportunity: The August ARPU spike proves significant revenue potential within our existing customer base.

Action: Analyze what drove August upgrades (new features, marketing). Build a strategy to systematically encourage upgrades from loyal customers.