

# Metrics, Tech, and Competitors of Slack



## Metrics

### User metrics

- Monthly Paid Users (MAU) = 3M
- Paid Active Users (PAU) = 20M
- MAU/PAU = 17%

### Activity duration

- Clicks
- Duration online
- Churn rate

### Revenues

- Annual revenue
- YoY growth

## Tech



### Natural Language Processing

- Automated responses
- Automated dictation
- Search features

### Extended Reality

- Metaverse/Virtual reality
- Immersive chat, emojis

### Blockchain

- Smart contracts
- Payment exchanges
- Secure document transfer



## Competitors

	Direct	Indirect	Status Quo
Details	Microsoft Teams, Discord	Email, instant messaging applications	Phone call, in person meetings
Offering	Chat, Calls	Short/long messages	Calls, Meetings
Value Proposition	Faster communication, collaboration	Better for long conversations, history and communication logs	More personal, can display emotions better
Time spent on the application	1-2 hrs/day	2-3 hrs/day	2-3 hrs/instance (when required)