1. Sequences

- Number of active sequences: shows if the customer is using the feature significantly by tracking the active sequence number.
- Completion rate: percentage of sequences competed vs. those started. Low rates may indicate lack of value or setup issues.
- Interaction Rate: number of interactions within each sequence. Declining rate suggest reduced effectiveness or relevance.

This metrics reflect engagement and value derived from sequences. Decrease may indicate that the customer is not seeing the expected outcomes, prompting potential churn.

2. Discord Analytics

- Monthly Active Users (MAU): drop-offs indicate community disengagement.
- Engagement rate: measures member activity
- Channel-Specific Activity: Identifies which areas are losing traction.

3. Social Media Management

- Scheduled vs. Published Posts: decrease indicates less engagement
- Engagement Metrics: decline suggest customer sees less value in the tool.
- Response Time: longer time suggests decreased activity or interest.

Each metric highlights areas where decreased activity may signal potential churn, helping identify and address at-risk customers.