



€ 80,25...

Total MRR

100,14%

Net Revenue Retention %

€ 67,95 ...

ARPA

€ 963 Mi

ARR

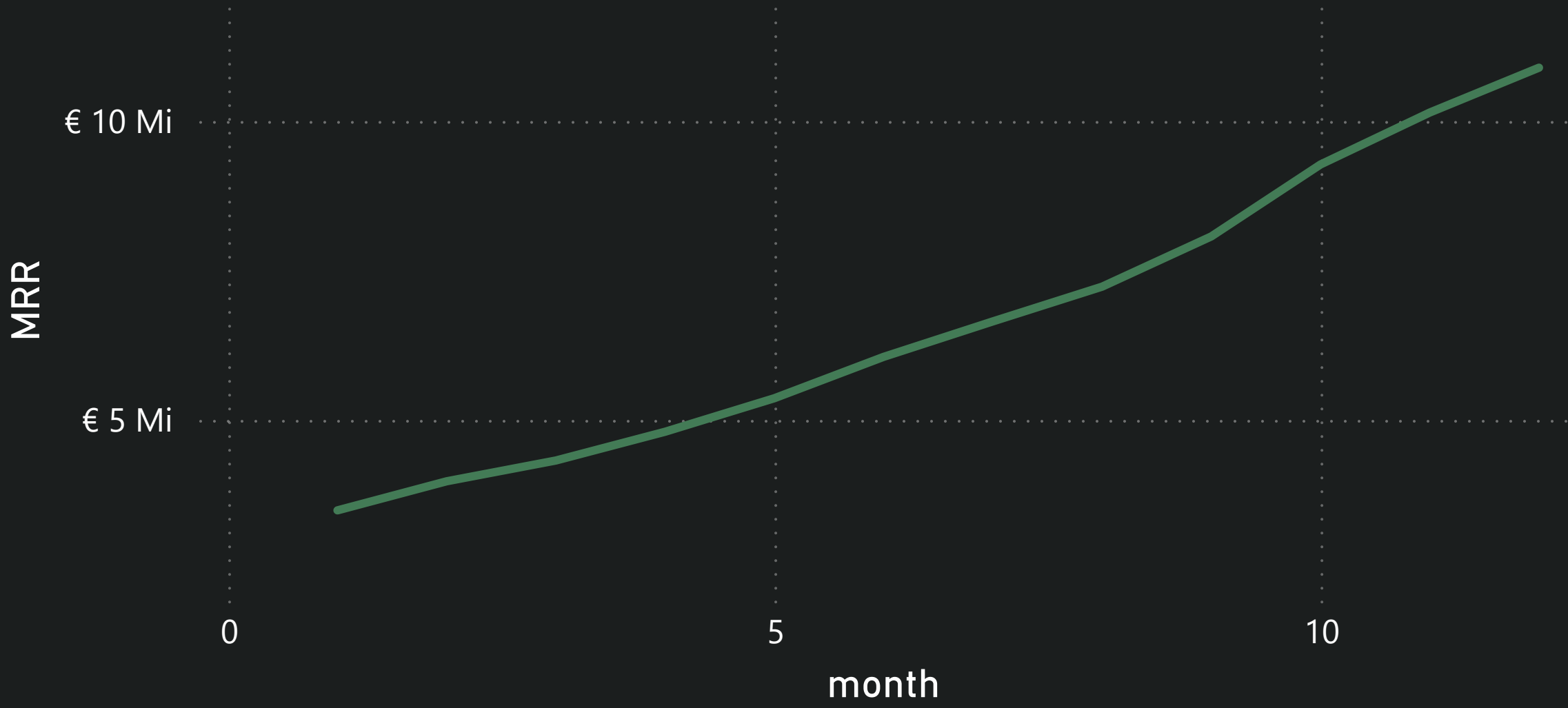
1181

Active Customers

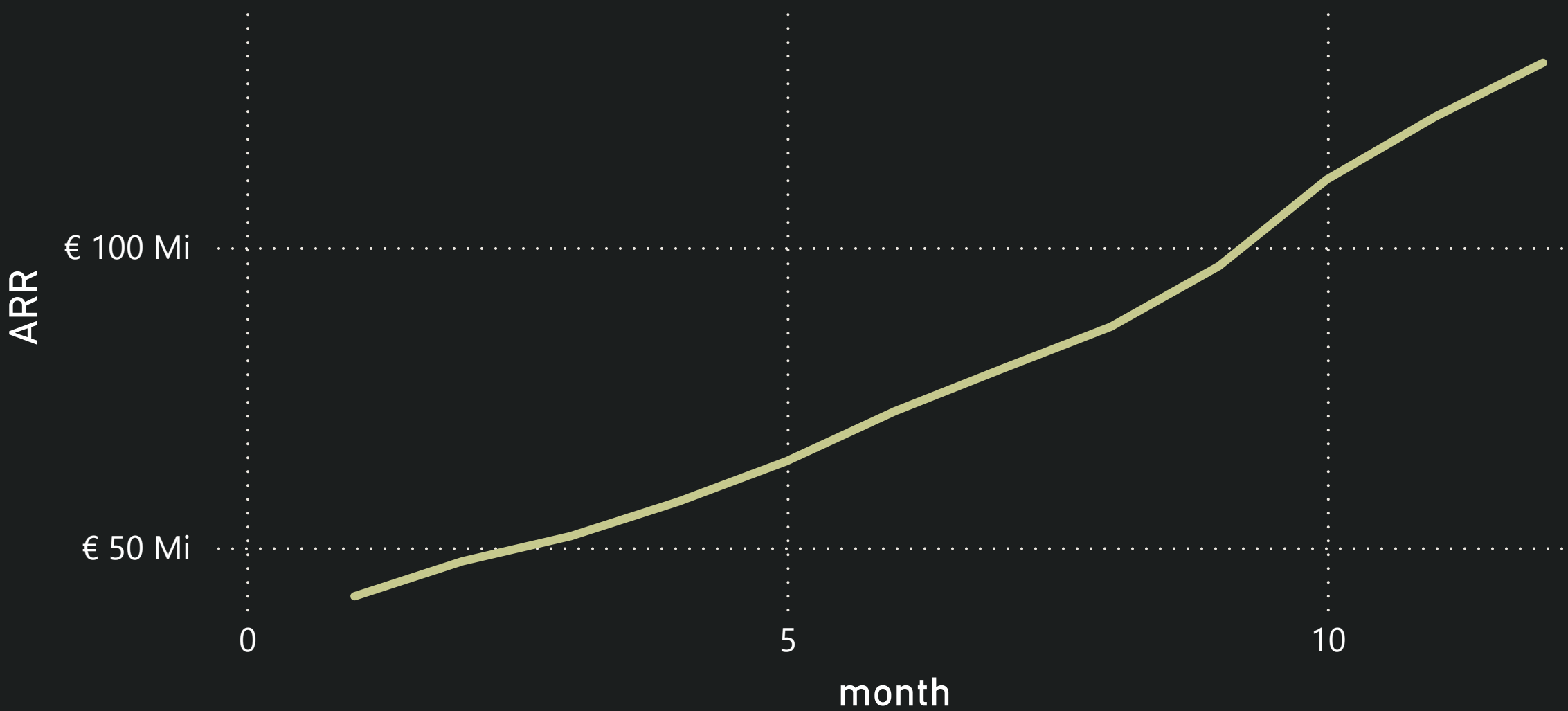
1,45%

Gross Revenue Churn %

MRR by Month

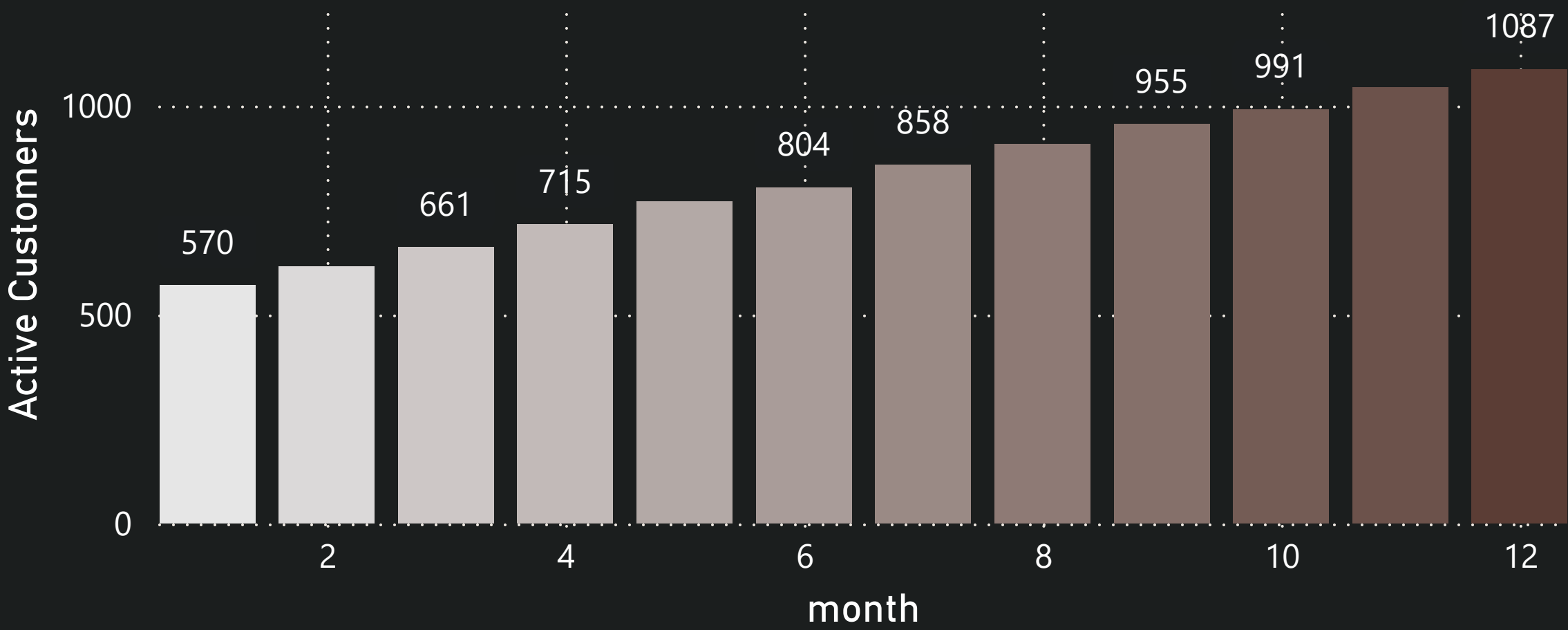


ARR by Month

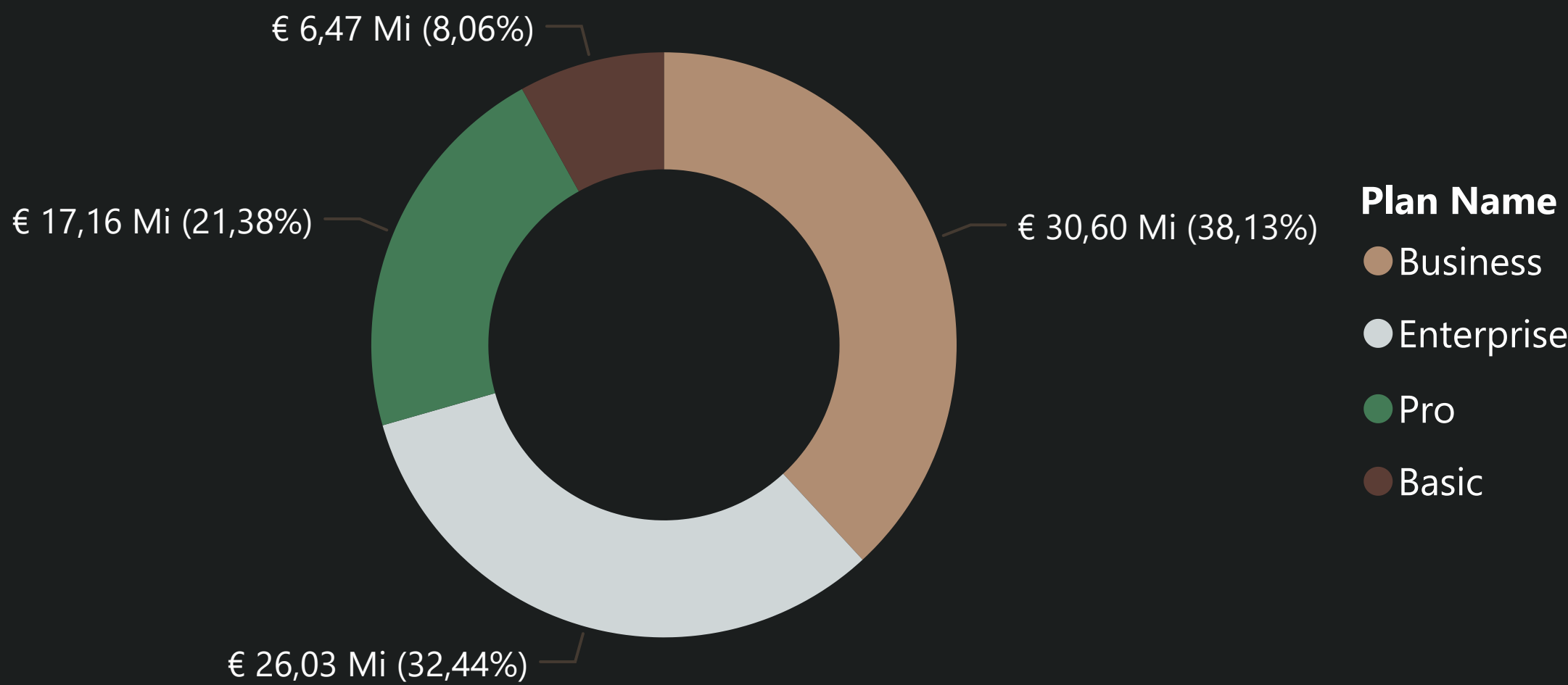


Active Customs by Month

Soma de month 62 744



MRR by Plan



Total Net Invoiced by Region



€ 80,25...

Total MRR

100,14%

Net Revenue Retention %

€ 67,95 ...

ARPA

€ 963 Mi

ARR

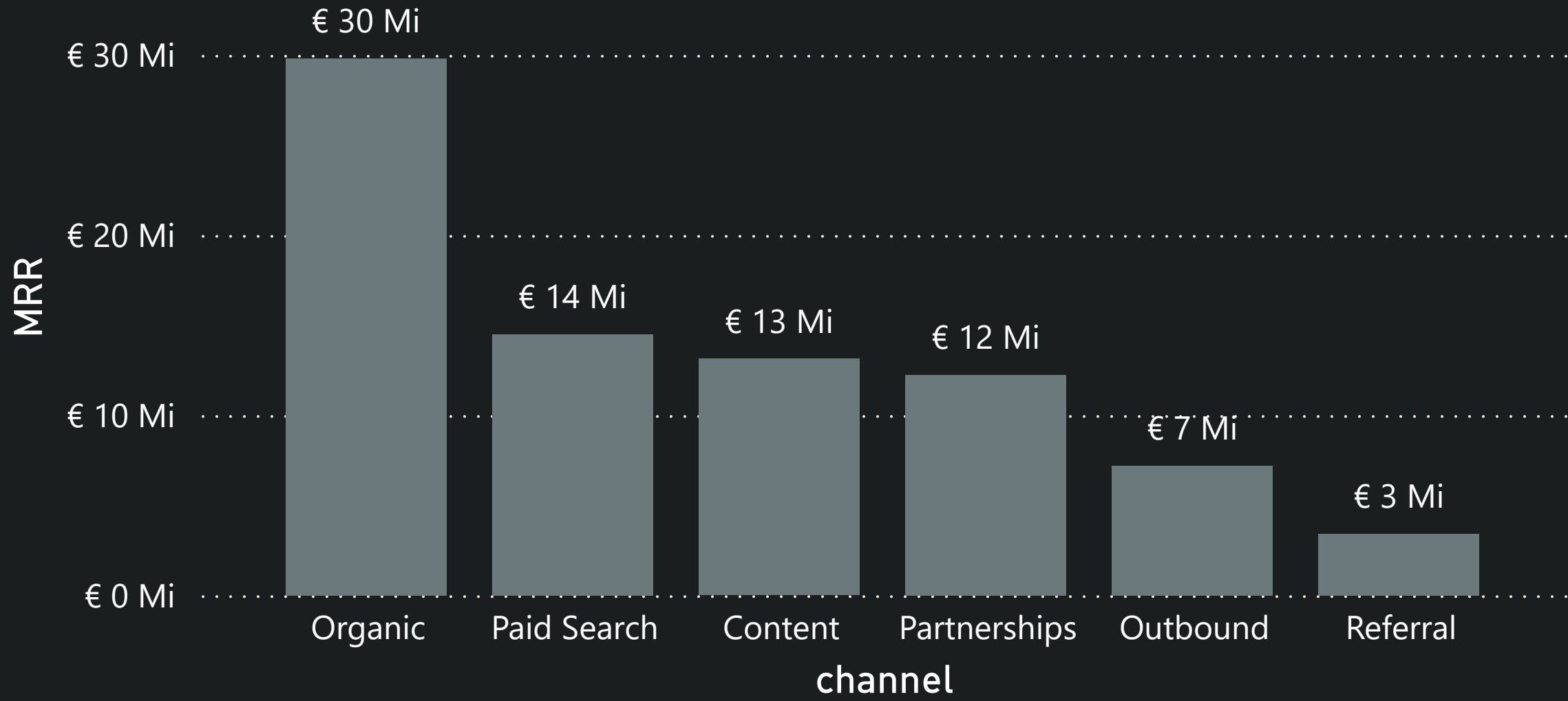
1181

Active Customers

1,45%

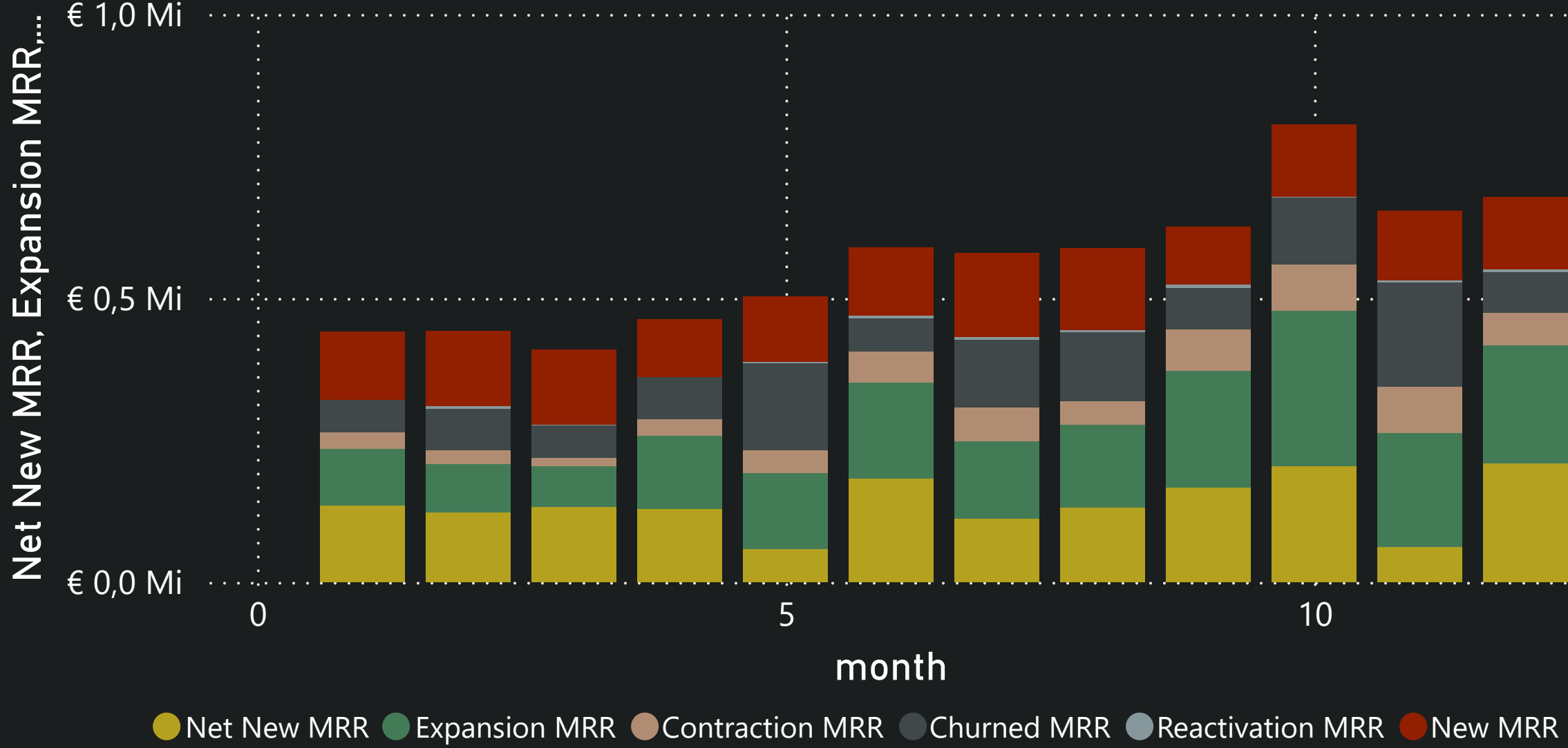
Gross Revenue Churn %

MRR by Channel

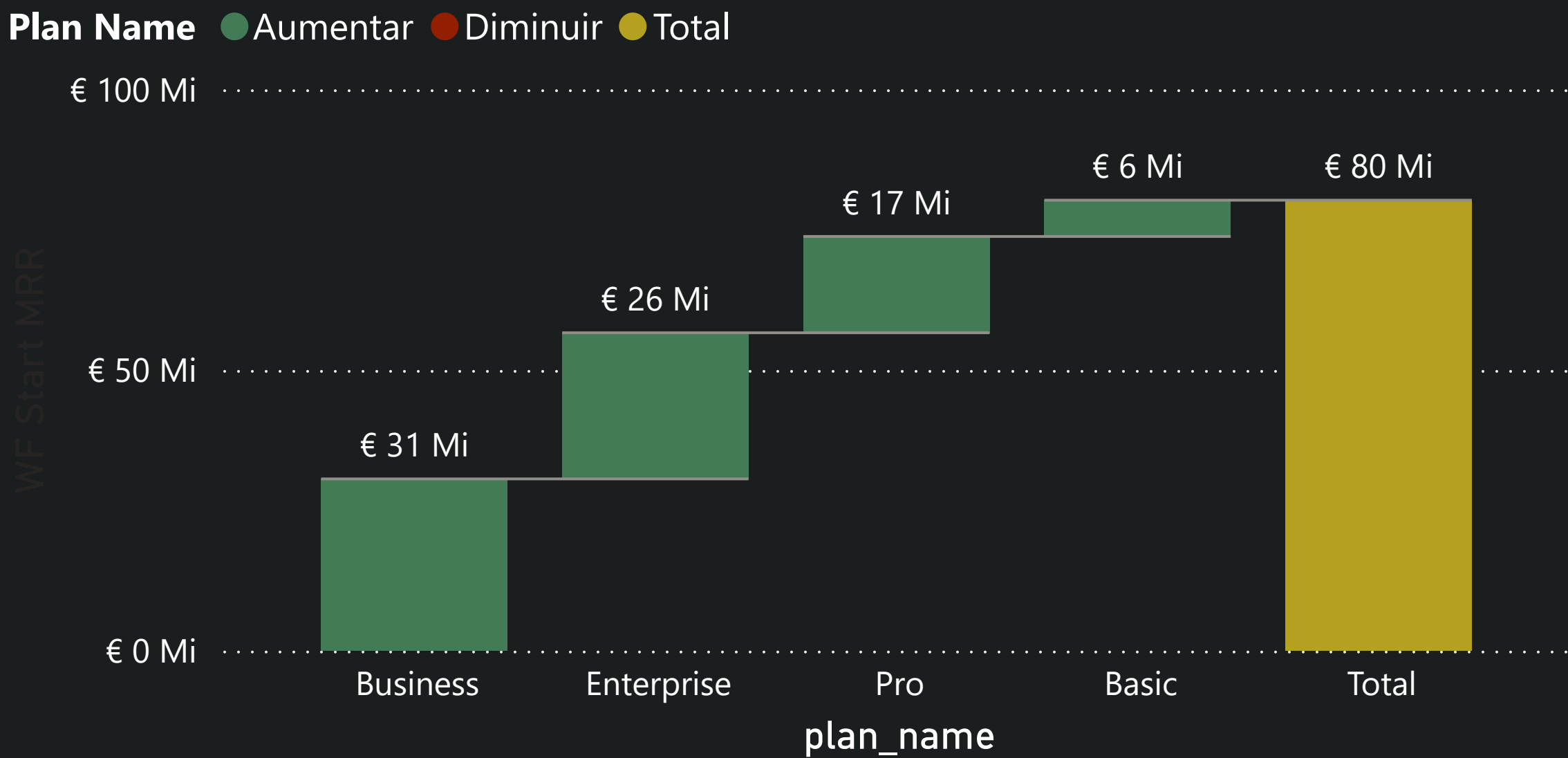


Plan_name	Active Customers	MRR	Churned MRR	Expansion MRR	Contraction
Business	272	€ 30.597.171,00	€ 392.492,00	€ 723.701,00	€ 201.900,00
Enterprise	100	€ 26.030.528,00	€ 280.018,00	€ 611.560,00	€ 167.530,00
Pro	406	€ 17.158.765,00	€ 330.671,00	€ 357.120,00	€ 161.360,00
Basic	403	€ 6.465.057,00	€ 158.866,00	€ 168.096,00	€ 51.640,00
Total	1181	€ 80.251.521,00	€ 1.162.047,00	€ 1.860.477,00	€ 582.450,00

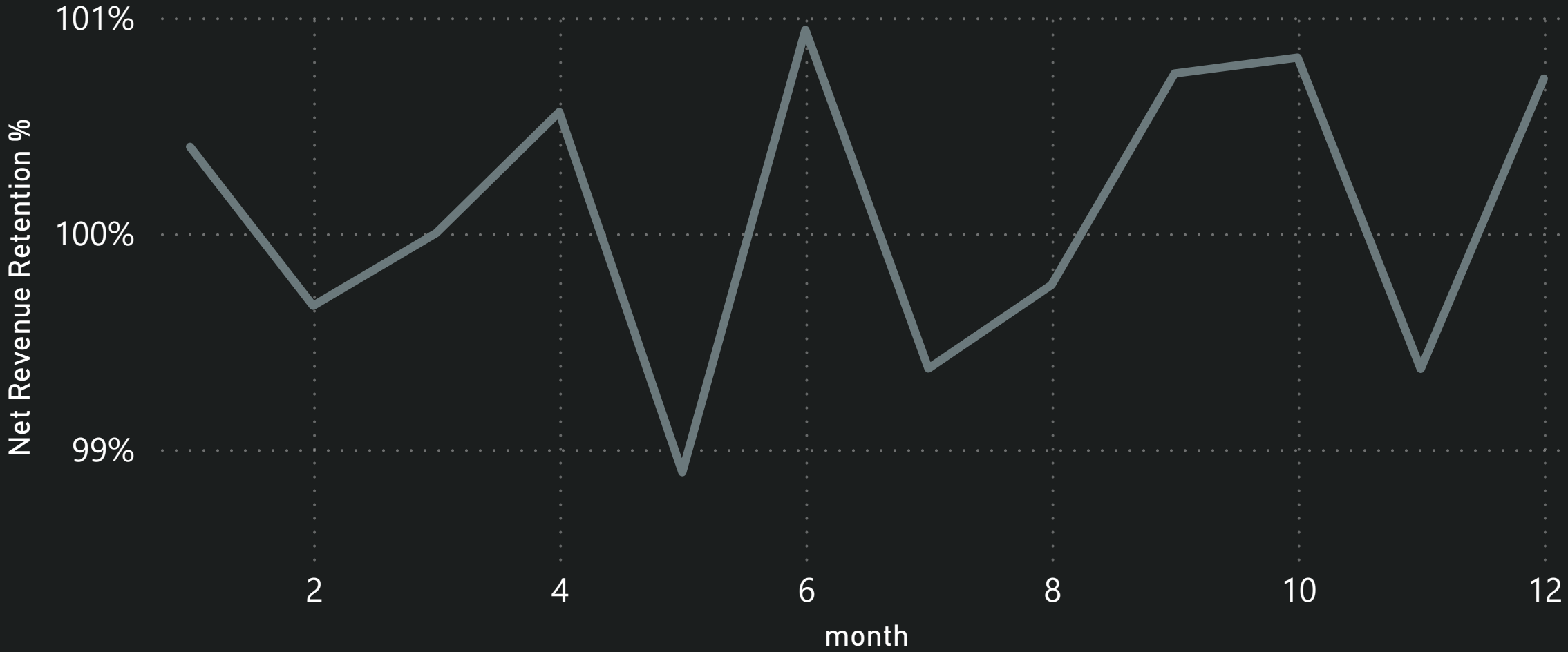
Net New MRR Composition



MRR by Plan



Net Revenue Retention %



Top Company Sales

Company_Name	Channel	MRR
Company 0	Partnerships	€ 11.850,00
Company 1	Content	€ 2.370,00
Company 10	Organic	€ 3.950,00
Company 100	Organic	€ 11.940,00
Company 1000	Organic	€ 7.110,00
Total		€ 37.220,00

Search

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Todos

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Todos

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Todos

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Todos

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1181

Active Customers

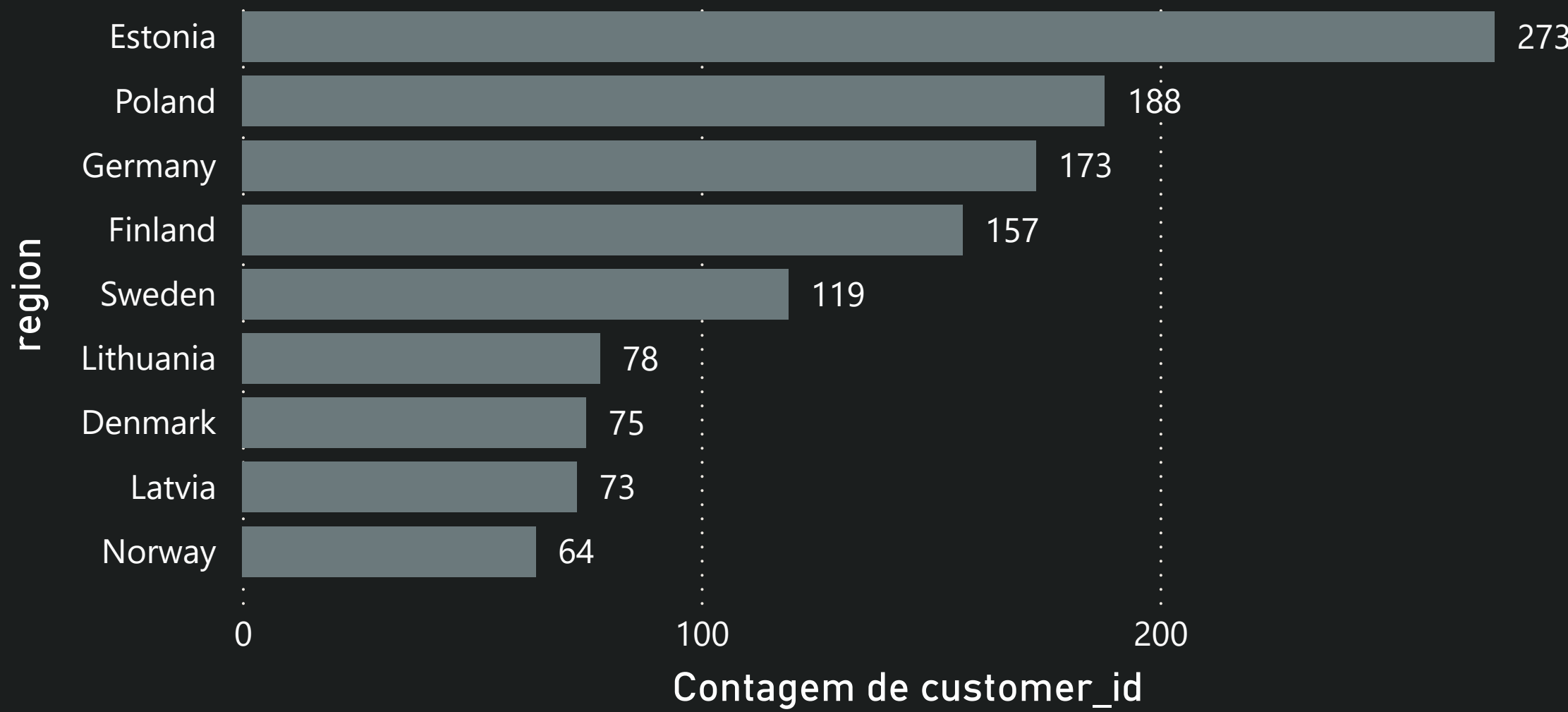
€ 67,95...

ARPA

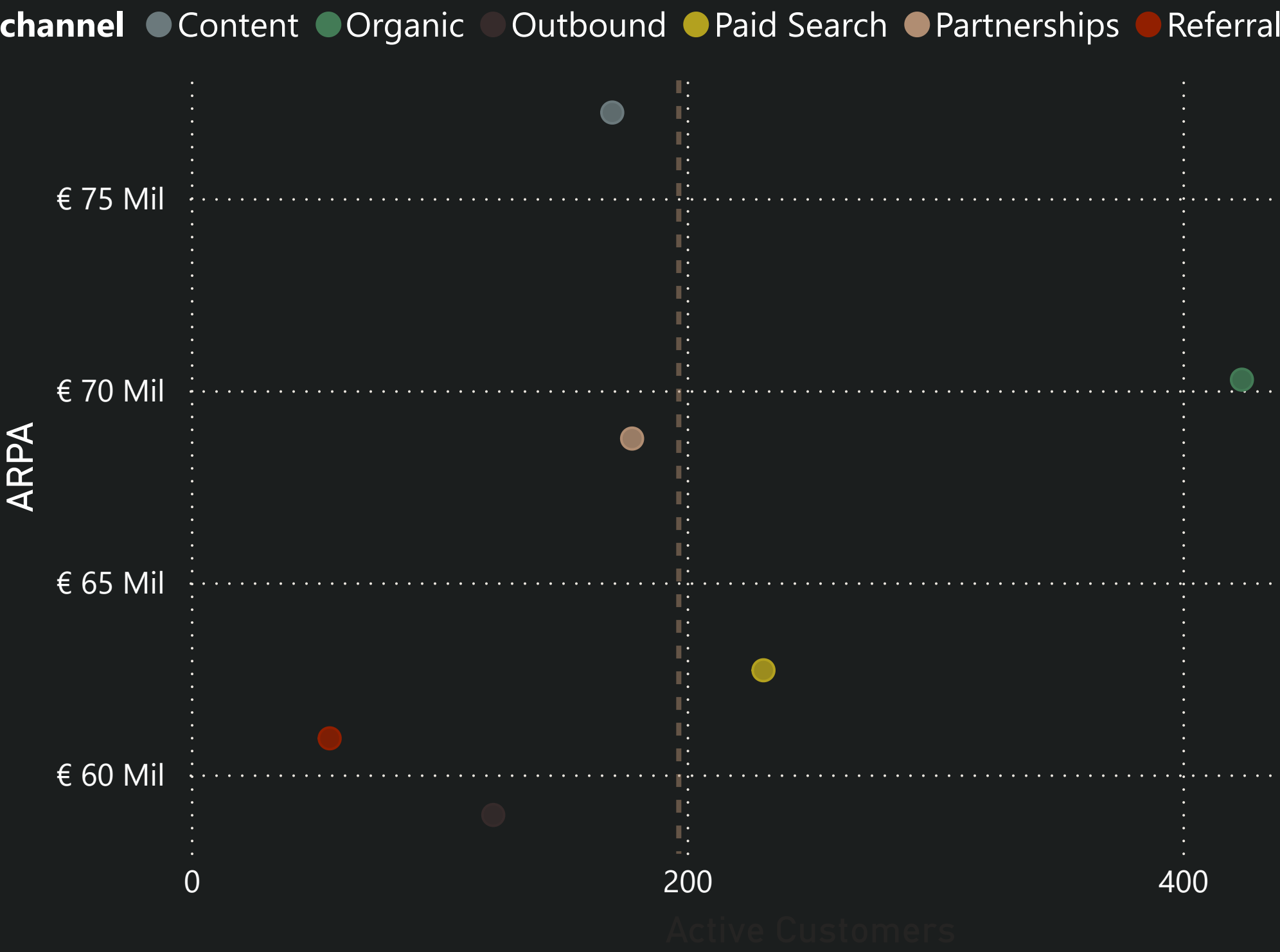
€ 67,95...

ARPA

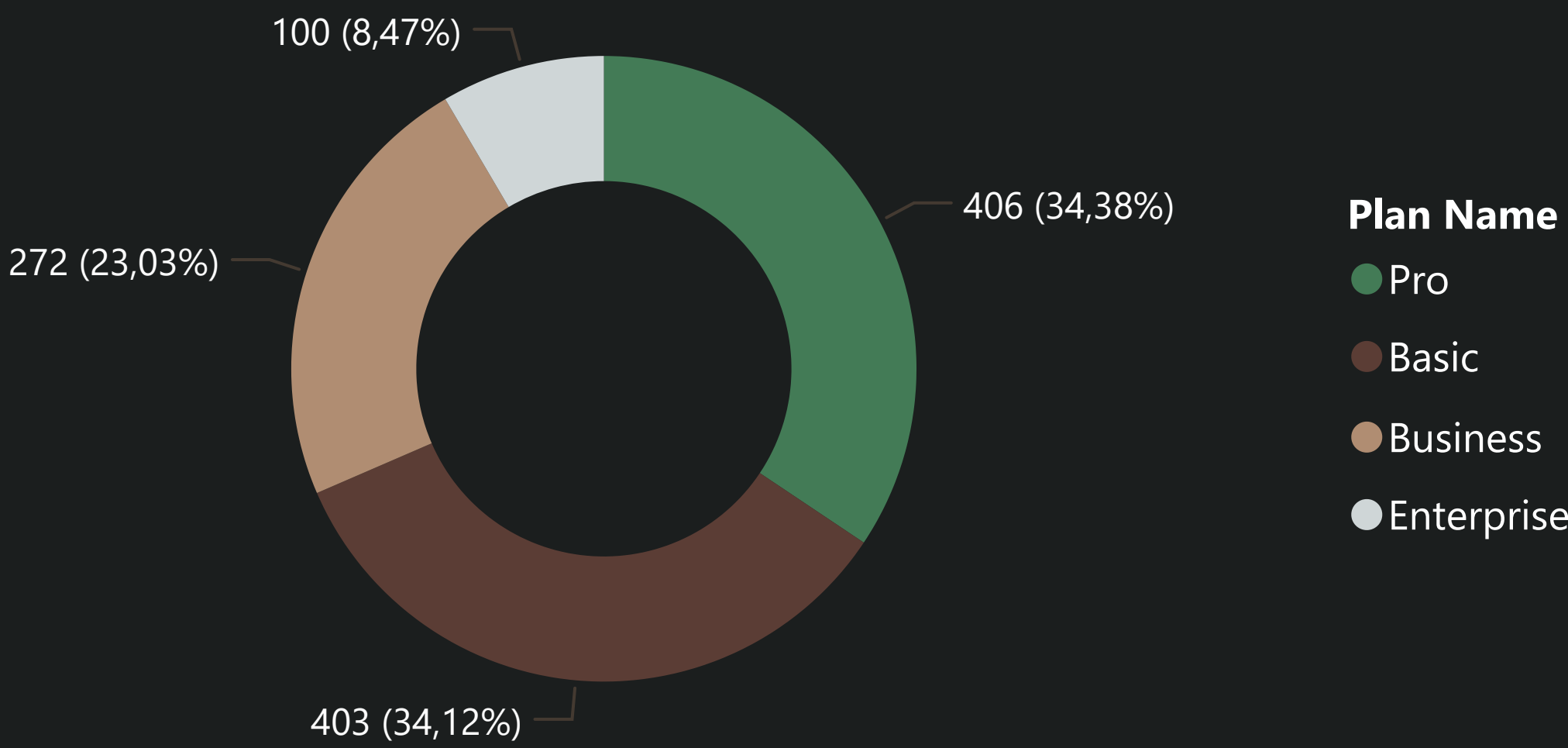
Customers by Region



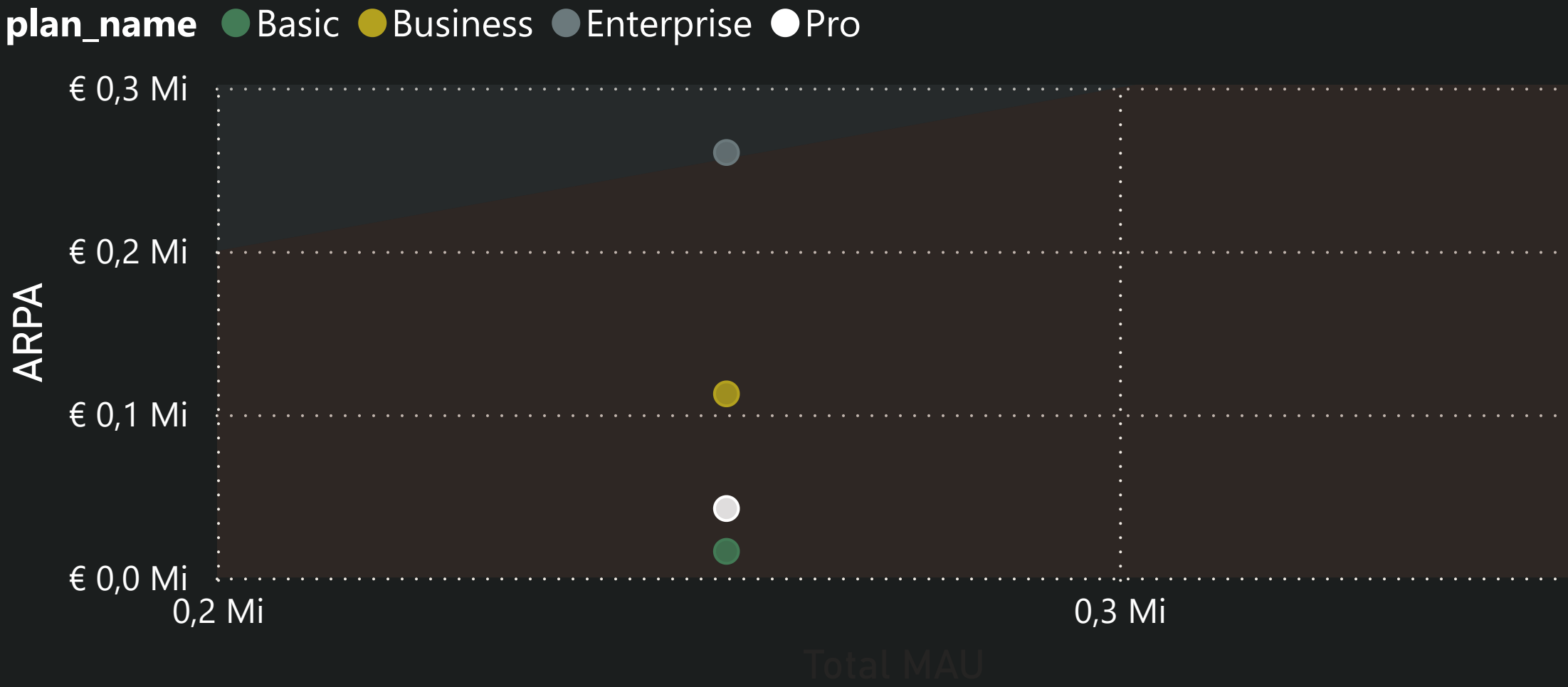
Customers by Channel



Customers by Plan



ARPA vs MAU by Plan



Top Customers

Customer_id	Company_Name	Channel	MRR
CU10327	Company 327	Content	€ 1.076.865,00
CU10005	Company 5	Paid Search	€ 986.898,00
CU10604	Company 604	Partnership s	€ 114.770,00
CU10856	Company 856	Partnership s	€ 114.770,00
CU11122	Company 1122	Organic	€ 104.790,00
Total			€ 2.398.093,00

Customers by Region x Channel

channel	janeiro	fevereiro	março	abril	maio	junho	julho	agosto	setembro	outubro	novembro	dezembro	Total
Content	84	89	96	101	104	112	122	131	139	143	153	164	170
Organic	209	225	235	254	274	289	317	329	346	354	373	386	424
Outbound	60	67	79	83	88	91	89	91	100	106	112	113	122
Paid Search	104	112	120	134	150	158	165	175	190	200	207	214	231
Total	570	614	661	715	771	804	858	908	955	991	1043	1087	1181



Year

Todos

Month

Todos

Channel

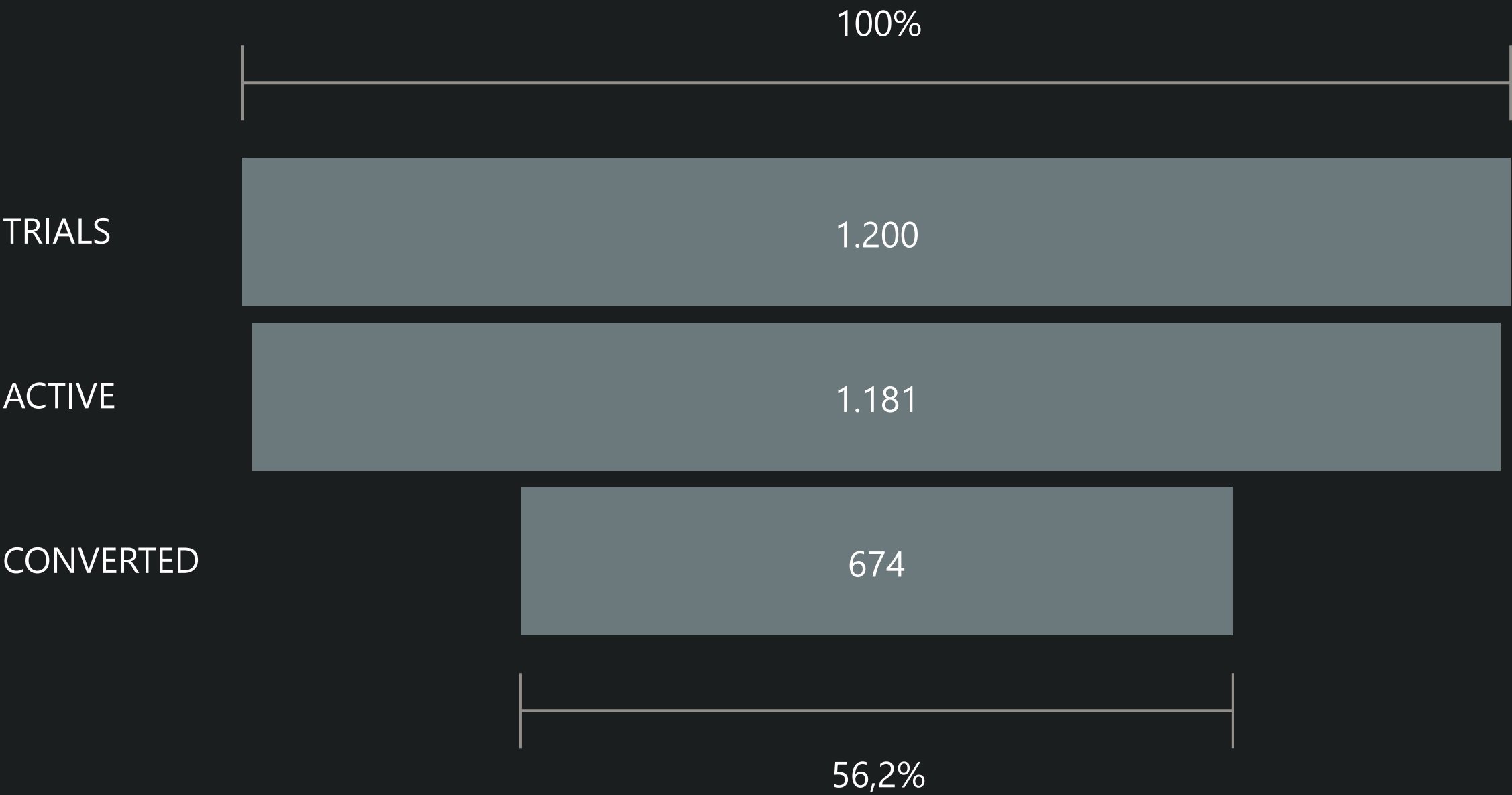
Todos



Update Date

27/08/2025 09:50:43

Trials Converted



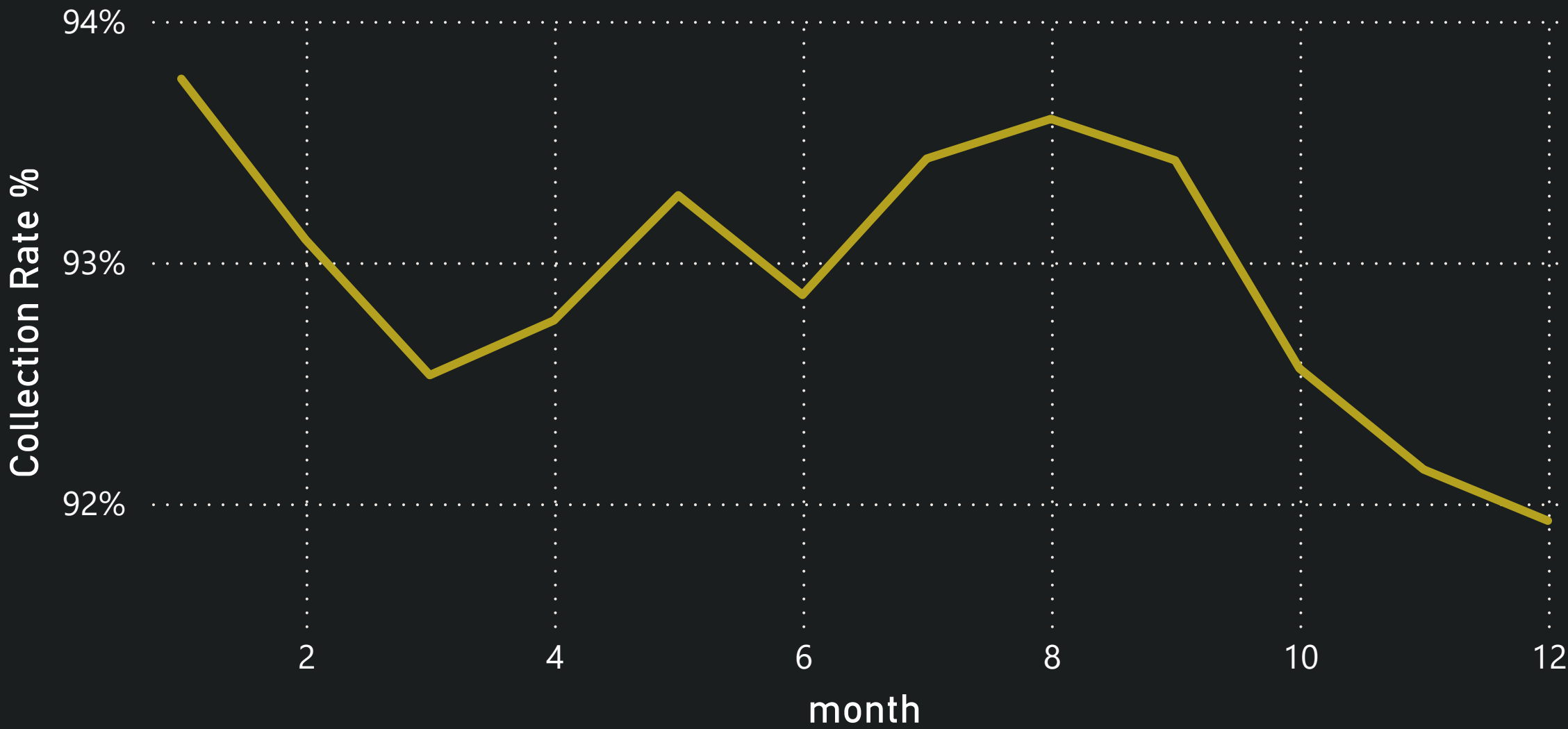
1181

Active Customers

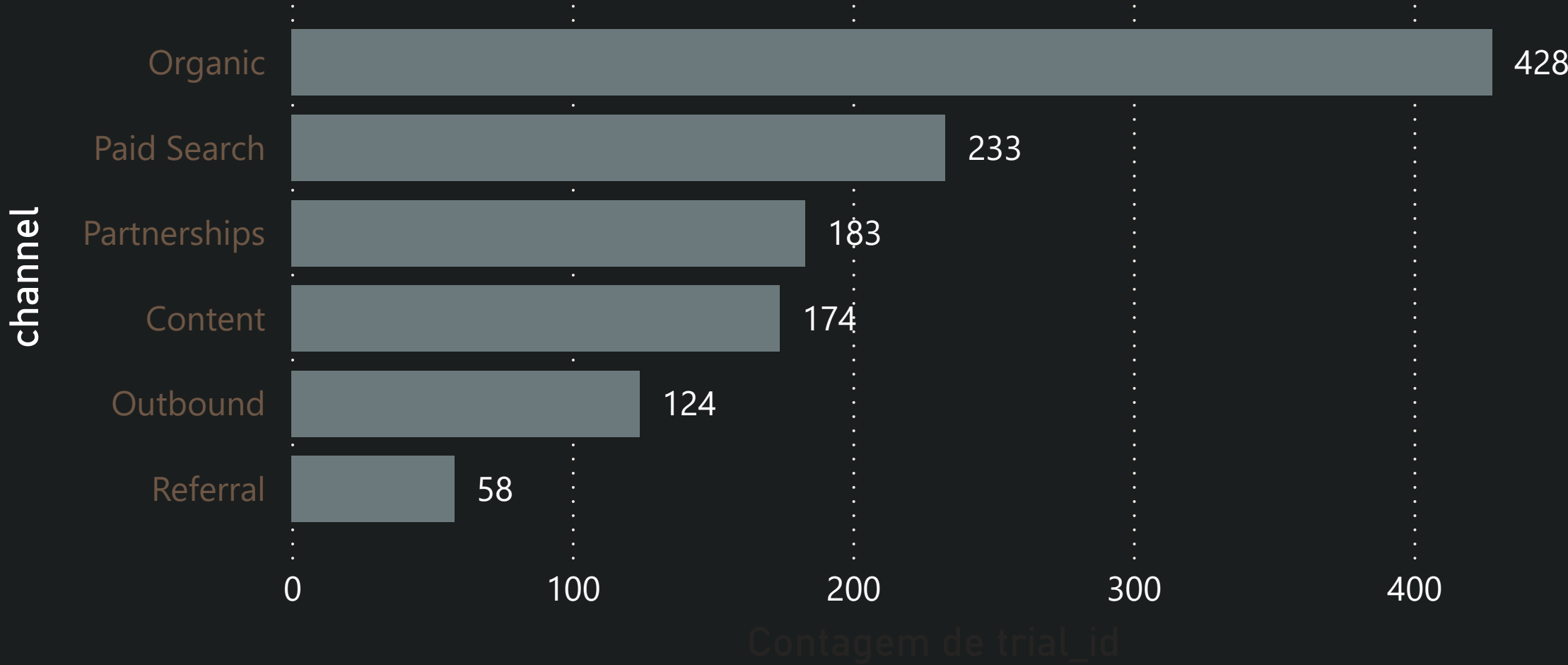
92,87%

Collection Rate %

Conversion Rate Over Timenth



Trials BY Channel



Trials Details

Start Date	trial_id	customer_id	region	channel	trial_end
18/12/2023	TR1423	CU10423	Estonia	Outbound	31/12/2023
18/12/2023	TR1554	CU10554	Estonia	Outbound	31/12/2023
18/12/2023	TR1611	CU10611	Finland	Paid Search	31/12/2023
18/12/2023	TR1735	CU10735	Germany	Paid Search	31/12/2023
19/12/2023	TR1178	CU10178	Poland	Organic	01/01/2024
20/12/2023	TR1613	CU10613	Finland	Paid Search	02/01/2024
20/12/2023	TR1629	CU10629	Finland	Referral	02/01/2024
20/12/2023	TR1792	CU10792	Poland	Content	02/01/2024



Todos

Todos

Todos



€ 80 Mi

Total Net Invoiced

€ 37 Mi

Total VAT

205 Mi

Total Invoiced

92,87%

Collection Rate %

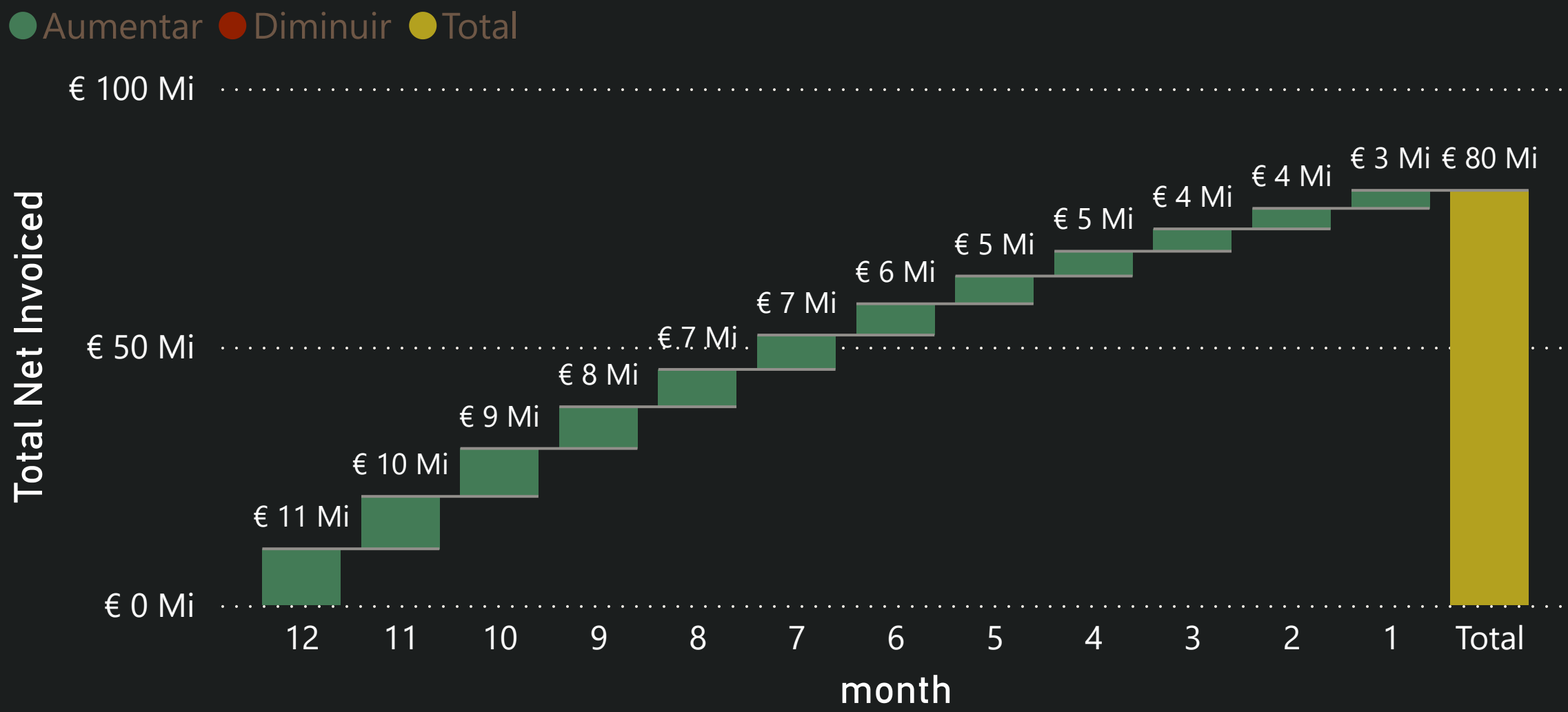
1,45%

Gross Revenue Churn %

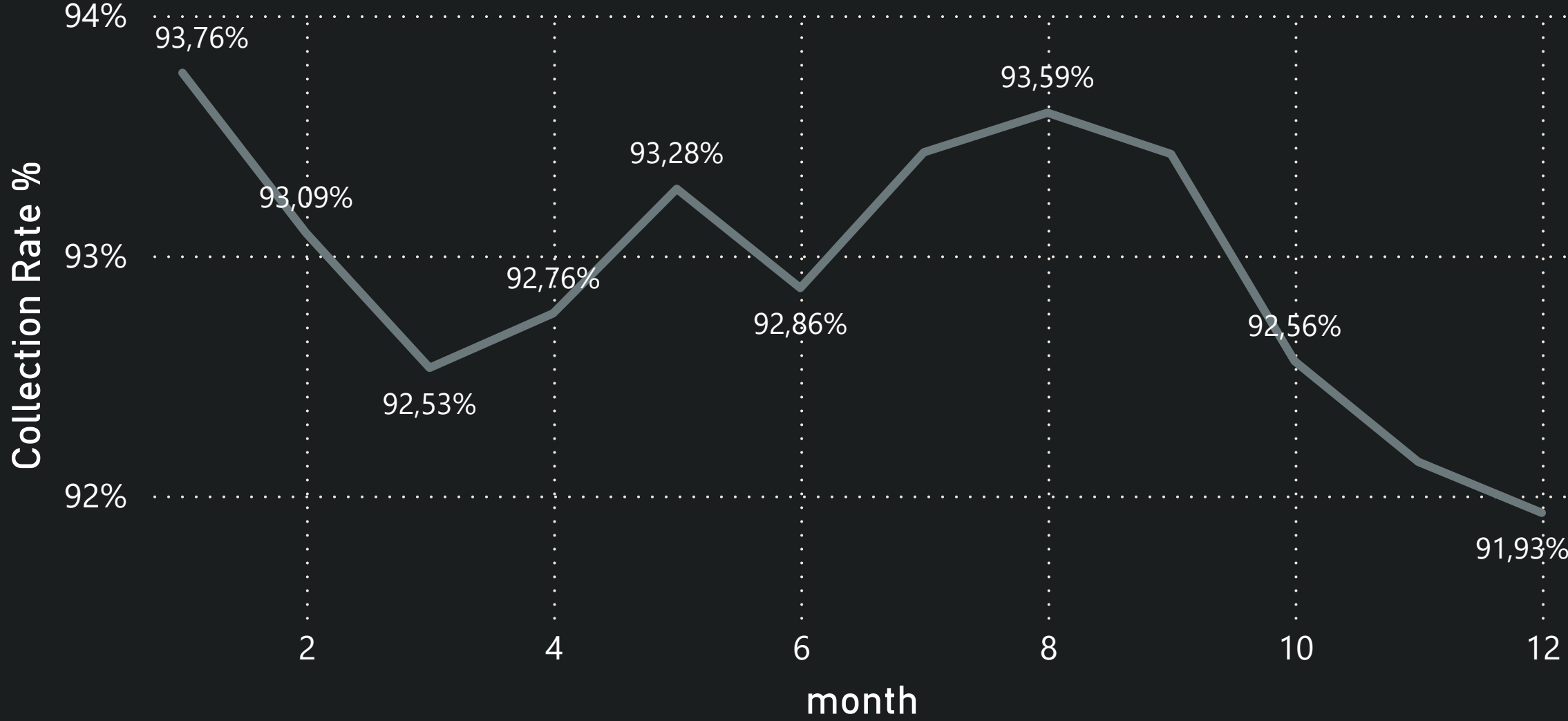
80 Mi

Beginning MRR

Total Net by Month

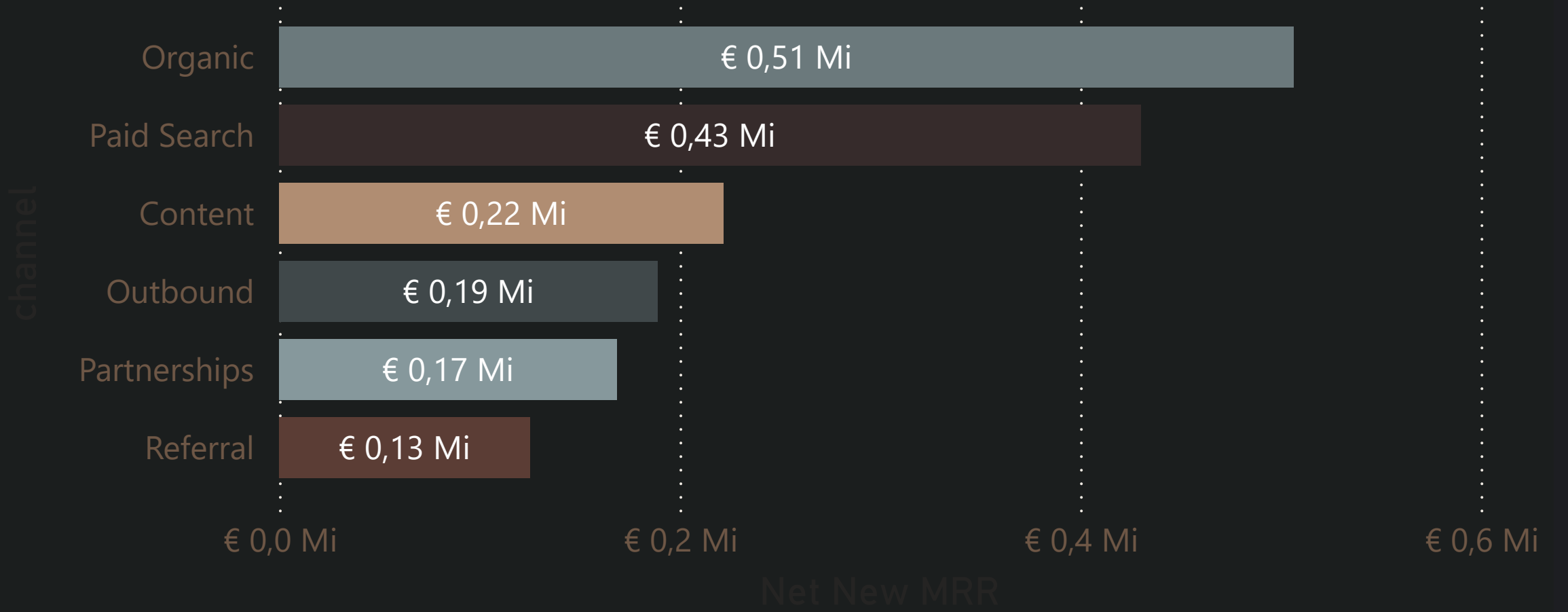


Collection Rate % by Month

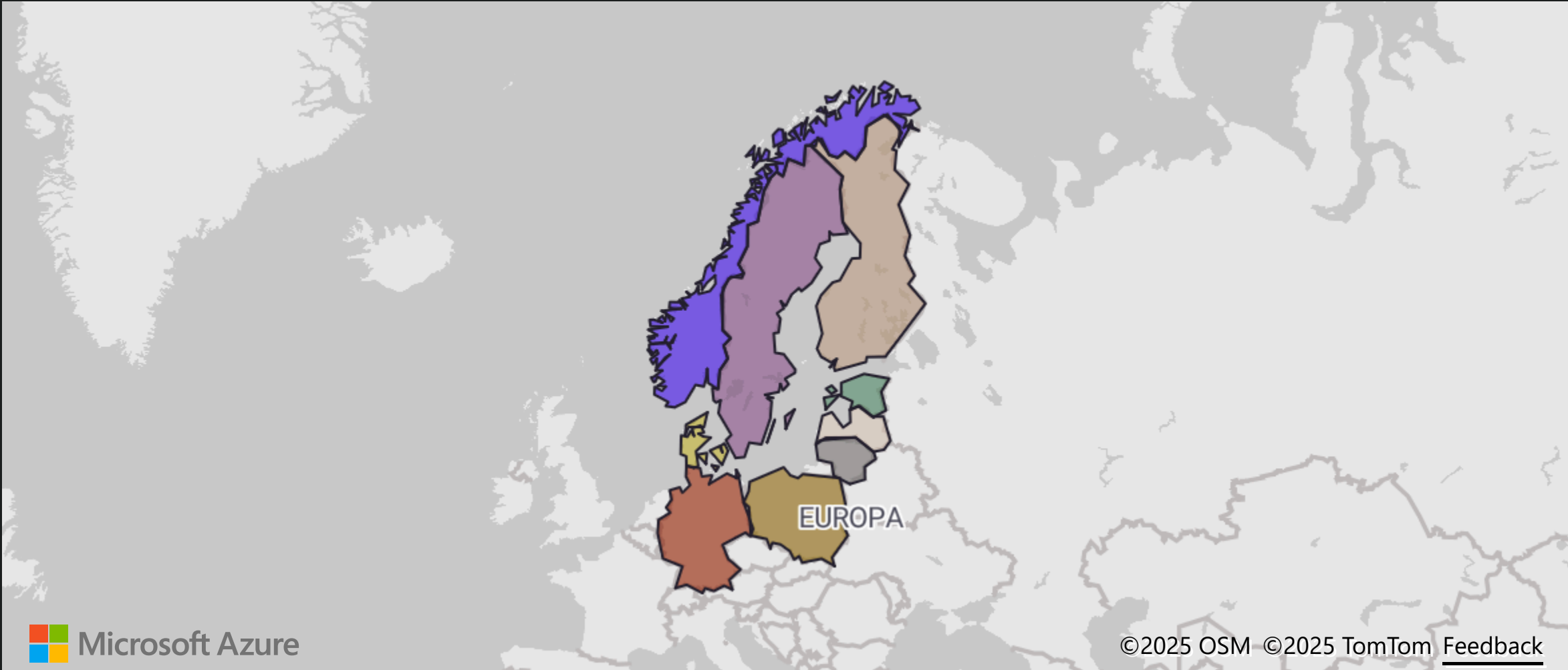


Total Net by Channel

Plan Name ● Organic ● Paid Search ● Content ● Outbound ● Partnerships ● Referral



Total Net Invoiced by Region



Invoice Details

invoice_id	customer_id	status	plan_name	channel	tier	region	vat_value	net_amount	total_amount
INVCU10000202406	CU10000	Paid	Basic	Content	Low	Denmark	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Pro	Content	Mid	Denmark	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Basic	Content	Low	Estonia	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Business	Content	High	Estonia	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Enterprise	Content	Top	Estonia	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Pro	Content	Mid	Estonia	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Basic	Content	Low	Finland	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Business	Content	High	Finland	€ 1.738,00	€ 790,00	€ 9.638,00
INVCU10000202406	CU10000	Paid	Enterprise	Content	Top	Finland	€ 1.738,00	€ 790,00	€ 9.638,00

€ 80,25...

Total MRR

100,14%

Net Revenue Retention %

€ 67,95 ...

ARPA

€ 963 Mi

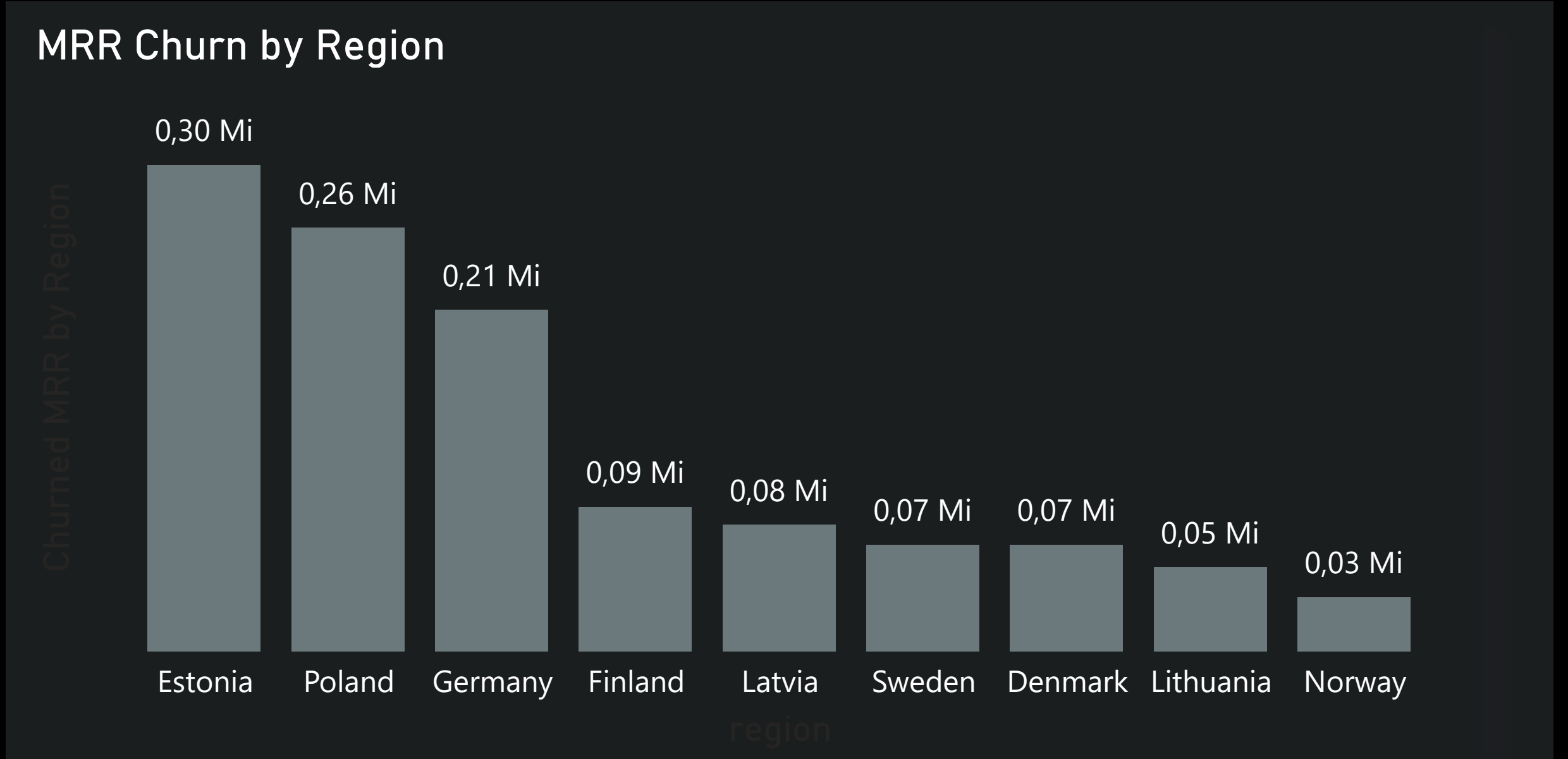
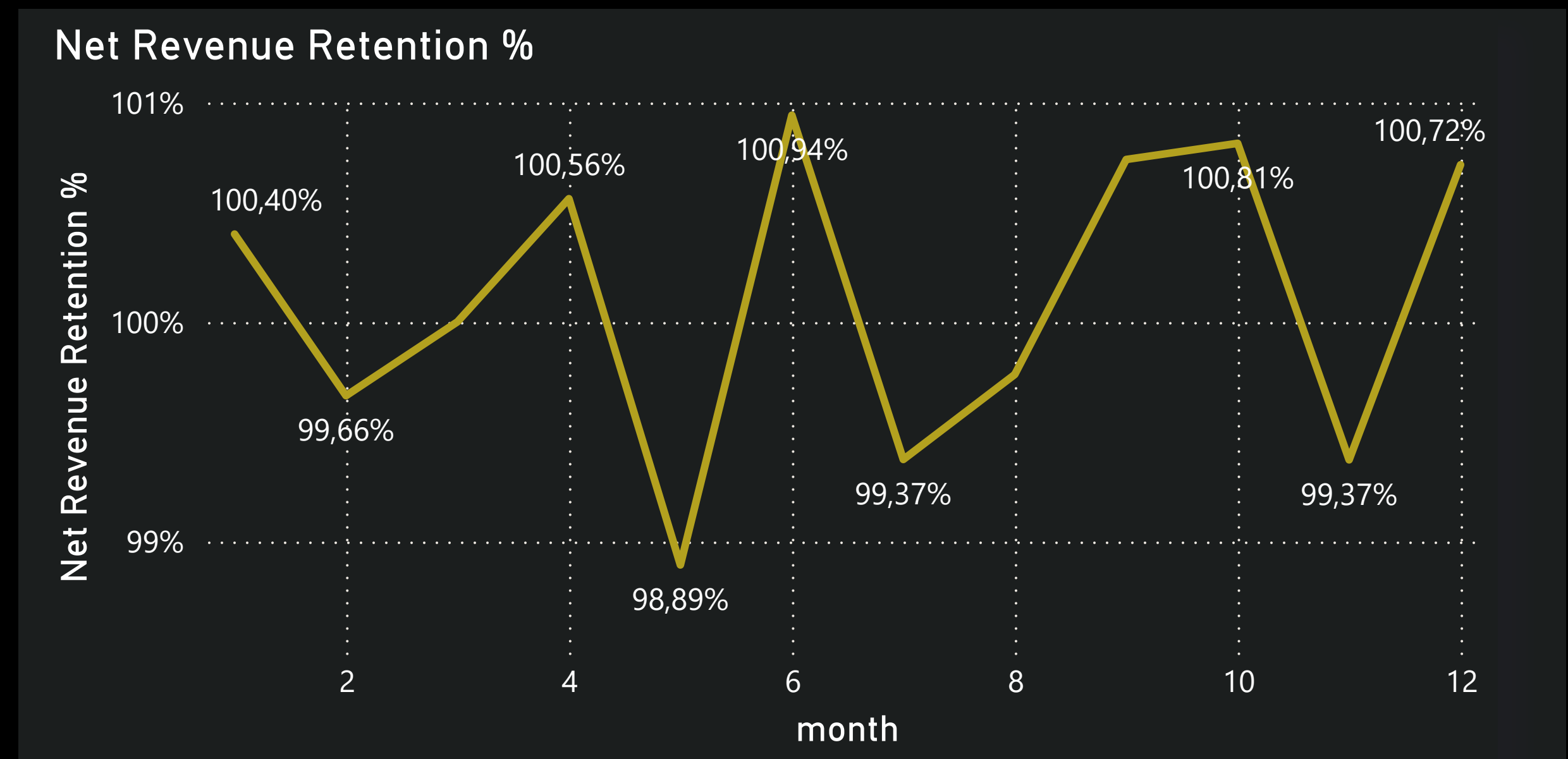
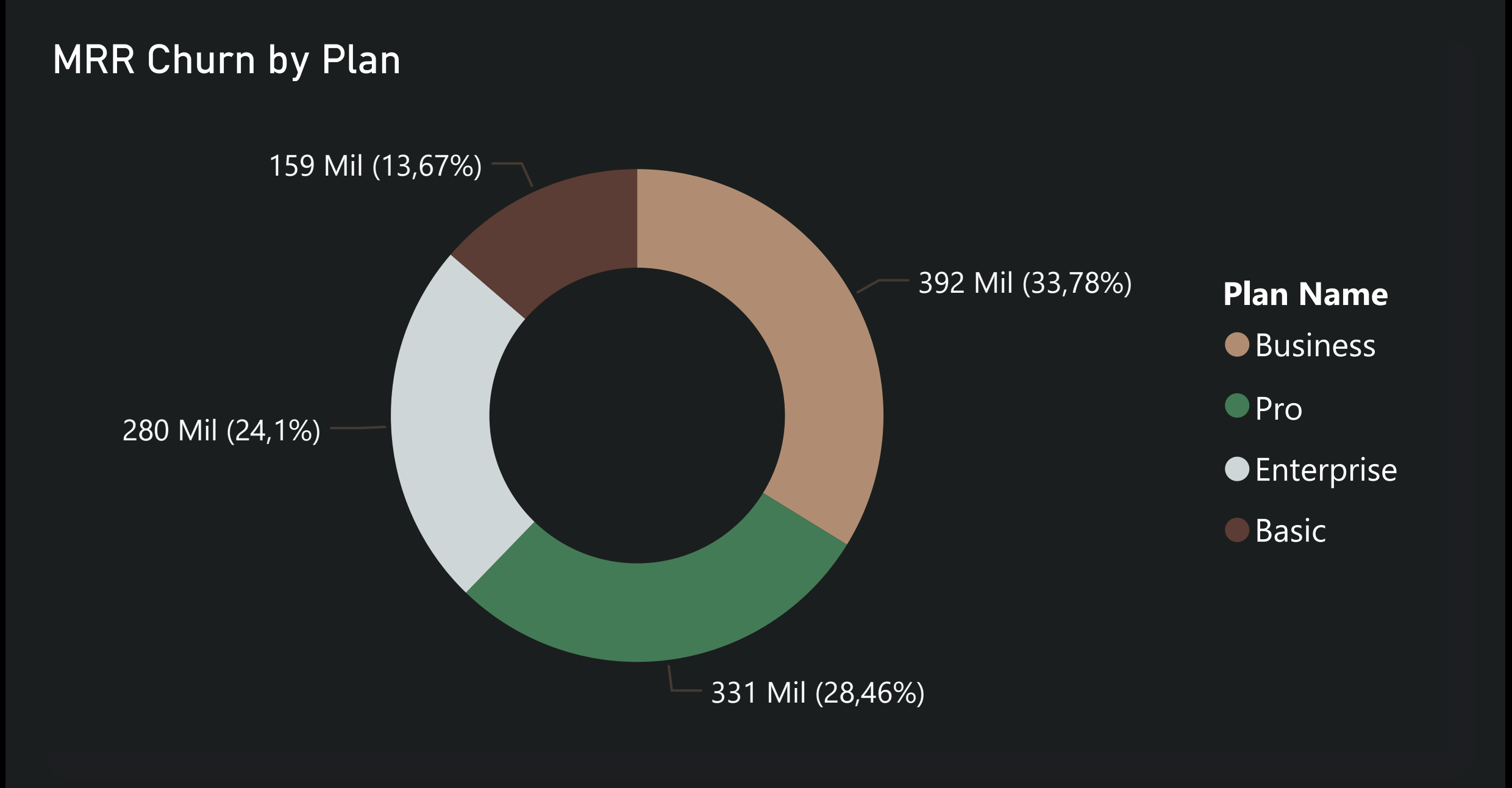
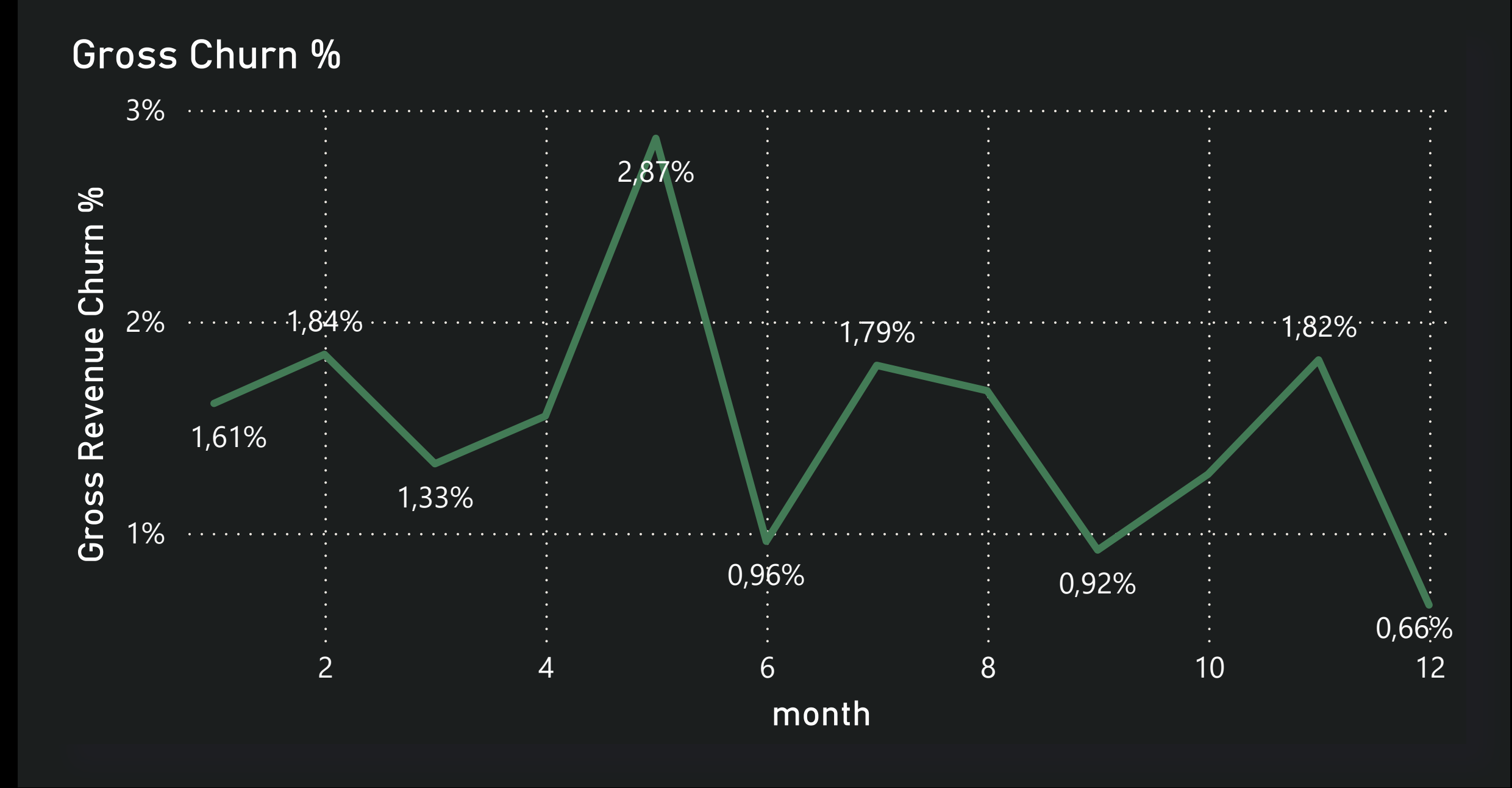
ARR

1181

Active Customers

1,45%

Gross Revenue Churn %



Churn Details										
customer_id	status	plan_name	channel	tier	region	Churned MRR	Beginning MRR	MRR Contraction	Net Revenue Retention %	Gross Revenue Churn %
CU10000	Failed	Basic	Content	Low	Denmark		6427		100,00%	
CU10000	Failed	Business	Content	High	Denmark		27472		100,00%	
CU10000	Failed	Enterprise	Content	Top	Denmark		4990		100,00%	
CU10000	Failed	Pro	Content	Mid	Denmark		18308	108	99,41%	
CU10000	Failed	Basic	Content	Low	Estonia		10697	813	95,78%	
CU10000	Failed	Business	Content	High	Estonia		20824		100,00%	
CU10000	Failed	Enterprise	Content	Top	Estonia		85939		100,00%	
CU10000	Failed	Pro	Content	Mid	Estonia		16334	16334	100,00%	
Total						€ 1.162.047,00	80251521	582455	100,14%	1,45%