

Success Definition

Monetization Goals



Improvement of Revenue per User (ARPU) for UI products

Drive growth for average revenue generated per user of MessageBird's UI-based products, focusing on increasing the overall revenue by optimizing pricing, adding features, or encouraging higher usage among existing users.



Increase of Upsell and Crossell across the Messagebird Portfolio

Increase additional revenue supporting new customer and existing customers to upgrade (upsell) or purchase complementary products and services (cross-sell) within the UI-based product portfolios (e.g. Flowbuilder).

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Research

Driving from customer centricity perspective
