

Q1 '22 ARR Review

SaaS Case Study

Q1 2022 - ARR Case Study

We will be covering:

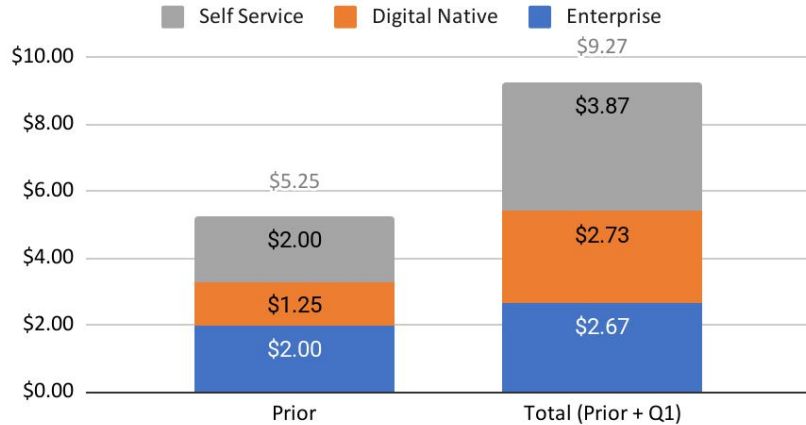
- ARR Analysis - Total, By Segment, Type, Source, & Lead Type
- Customer Acquisition & Contraction
- ACV Analysis - By Type & Lead Source

ARR Analysis

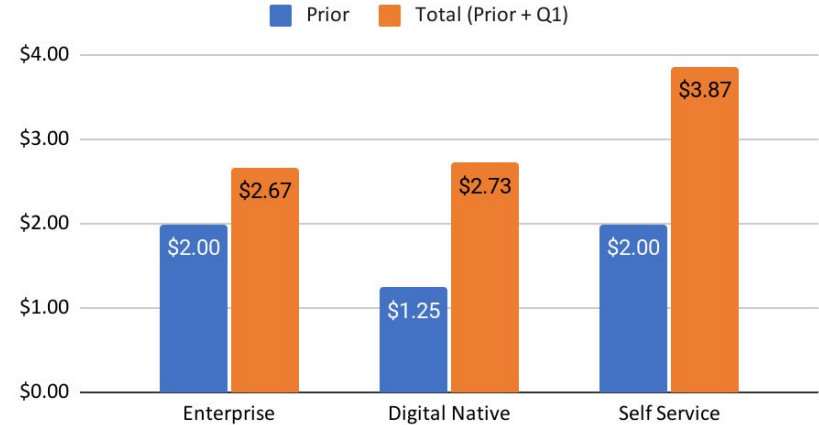
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ARR increased 76.5% in Q1 from \$5.25M to \$9.27M

Total ARR - Prior Period to Current

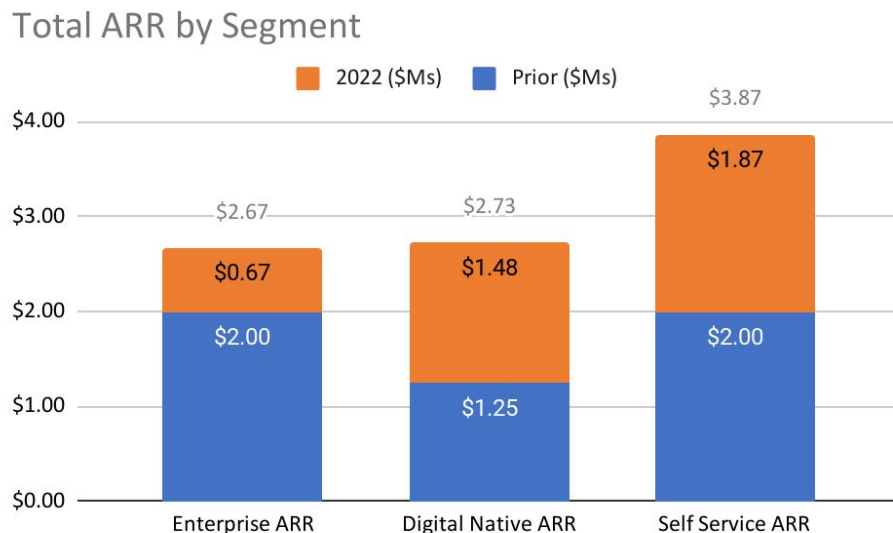


Total ARR by Segment - Prior Period to Current



- Largest growth in terms of \$s came from Self Service, which increased 93% (\$1.9M) from prior period
- Digital Native saw the largest percentage increase in growth (up 118% in Q1)
- Enterprise continues to expand, up 34% (from \$2M to \$2.67M)

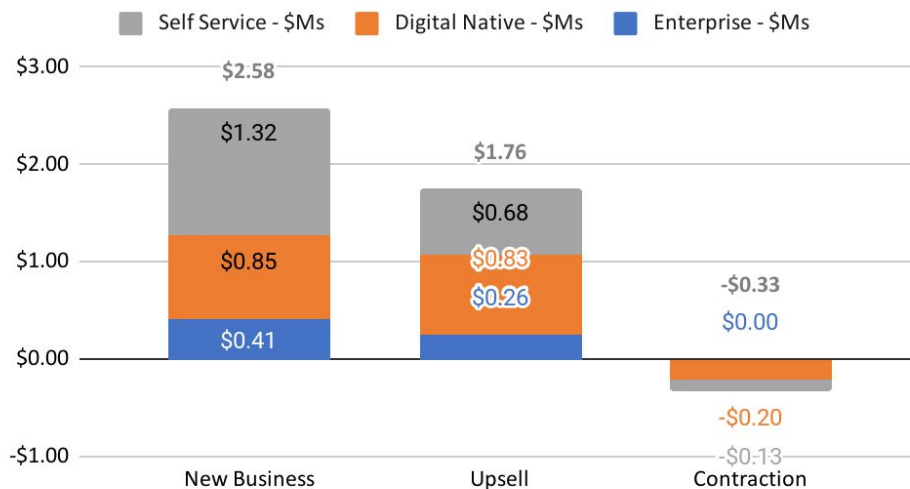
In Q1, Self Service takes top spot in segment ARR while Digital Native surpasses Enterprise



Due to tremendous growth in Q1, Digital Native has eclipsed total ARR of Enterprise segment; however, Self Service (42% of total ARR) took the top spot as a result of a larger prior base and continued growth

New Business Made Up 64% of Q1 ARR growth

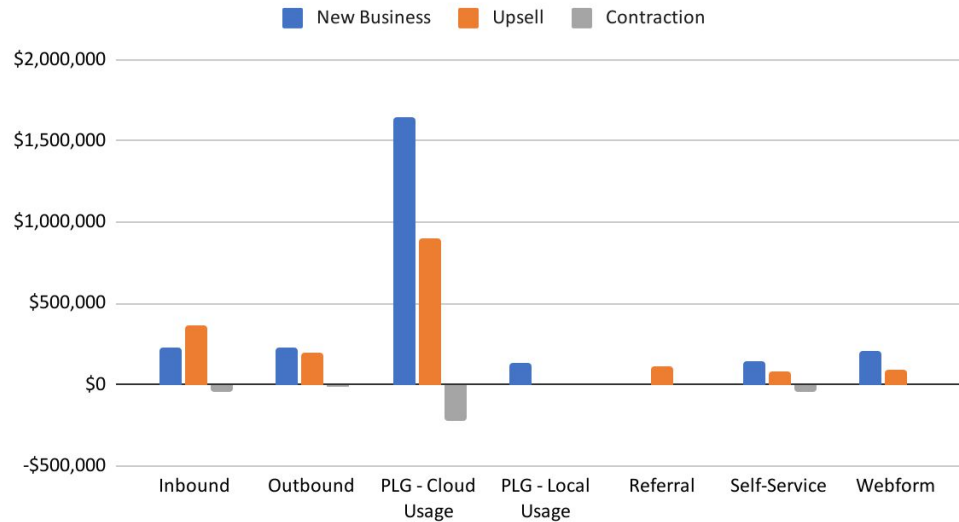
Q1 ARR by Type



- New Business added \$2.58M ARR in Q1, of which Self Service was \$1.3M (51% of total NB)
- Digital Native added nearly equal ARR in both New Business (\$0.85M) & Upsell (\$0.83M)
- Enterprise did not have any contractions in Q1

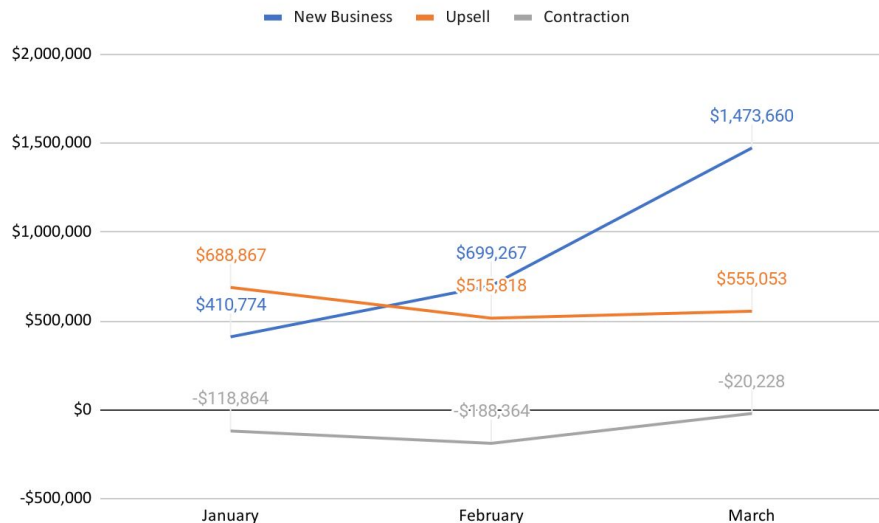
PLG Cloud Usage was primary Q1 lead source

ARR by Lead Source - Q1



- Despite PLG - Cloud Usage being the largest contraction by lead source (69% of total contractions), it still accounted for 58% of net ARR growth in Q1. PLG Cloud Usage accounted for 64% of New Business & 52% of Upselling
- Inbound & Outbound were the next largest leads, contributing 14% and 10% of net ARR respectively.
- Remaining 4 leads contributed 18% of net ARR

New Business growth in March drove majority of ARR gains in Q1



- New Business grew 70% month-over-month from January to February and then 110% from February to March
- Upsell declines offset by this explosive growth in NB
- Contractions declined to only \$20K in March from \$188K in February



Customer Acquisition & Contraction

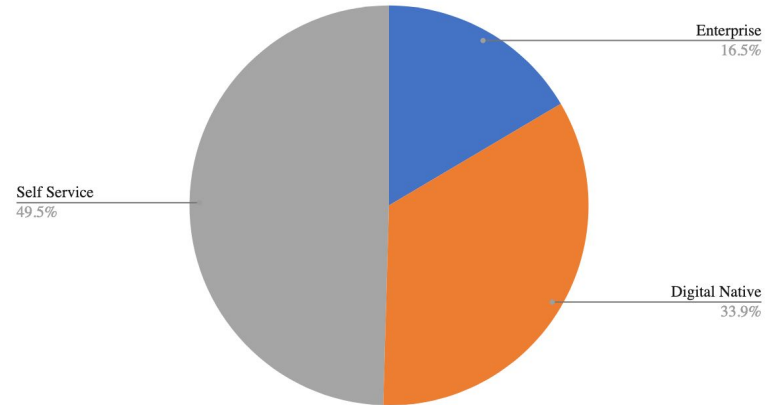
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New Customers by Segment

Segment	New Business
Enterprise	18
Digital Native	37
Self Service	54
Total New Business Logo	109

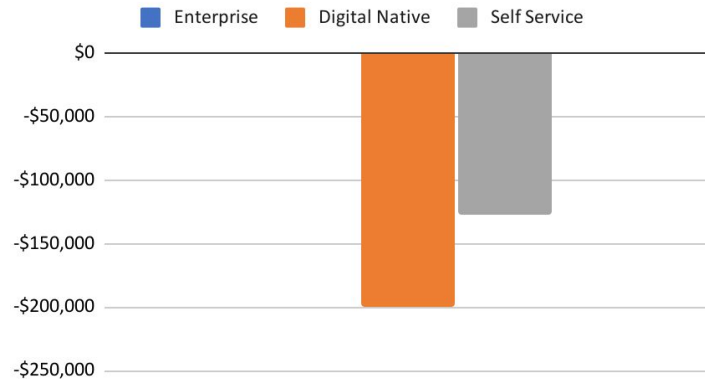
New Business by Segment



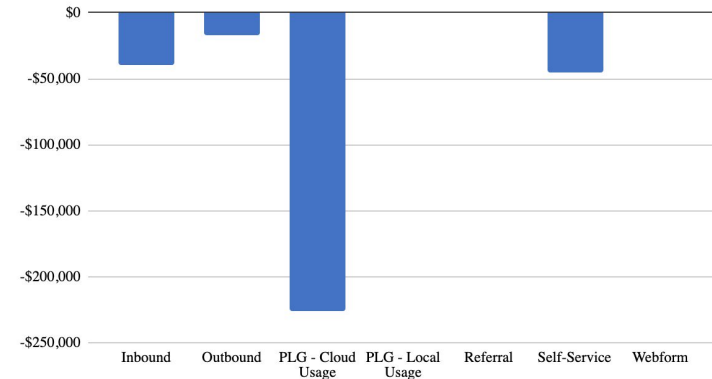
Nearly half of new customers came from Self Service followed by an additional 34% coming from Digital Native

Digital Native responsible for 61% of Q1 contractions

Contraction by Segment Q1



Q1 Contraction by Lead Source

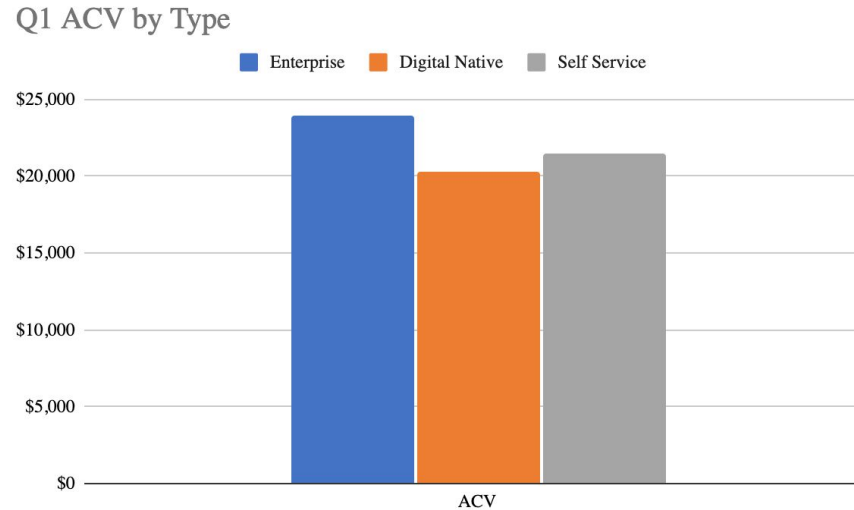


- Total contractions of \$0.33M in Q1
- Enterprise did not have any contractions in Q1
- In terms of lead type, PLG Cloud saw vast majority of contractions; self service and inbound also contributed

ACV Analysis

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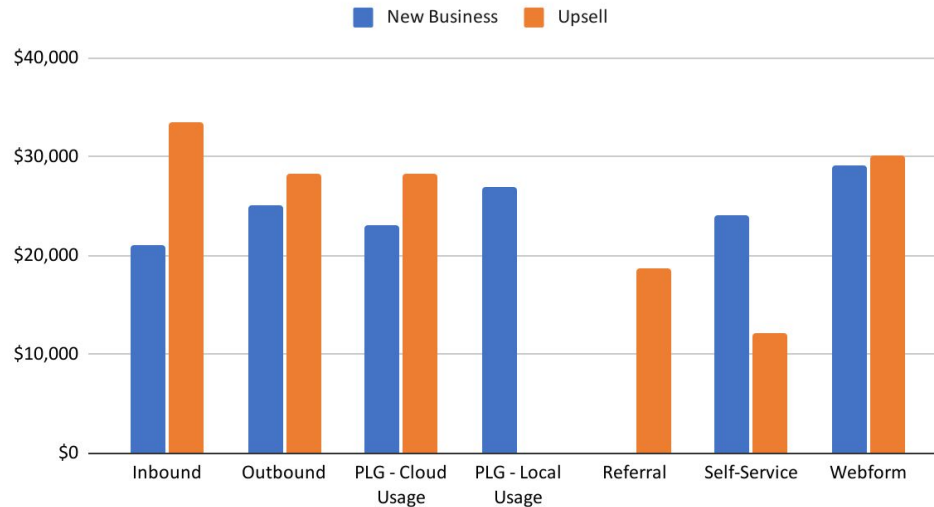
Enterprise ACV highest in Q1 at \$23,985



- Digital Native ACV lowest at \$20,251
- Self Service 5.9% more than Digital Native; Enterprise 18.4% more than Digital Native

Inbound upsell provided largest lift in Q1 ACV

ACV by Lead Source



- Inbound Upselling ACV provided largest dollar (\$12K) and percentage (59%) lift over Inbound New Business ACV
- Opportunity to Upsell in Local Usage (\$0 in Q1)
- Self Service is only lead source that has an upsell ACV less than its new business ACV