

# SaaS Growth Department - Monthly Performance Overview

Last Updated: September 23, 2025 at 5:02 AM CEST

## New Customers

2,200

↑22.2% MoM, ↑36.0% YoY

B2C: 1,870 customers

B2B: 330 customers

Daily avg: 73/day

## Monthly Revenue

€4.6M

↑28.5% MoM, ↑35.3% YoY

B2C: €3,458,700 (ARPU €180)

B2B: €1,231,650 (ARPU €450)

Revenue per Customer: €211

## NPS Score

39.5

↑2.1 pts over 3 months

B2C: 33.8 (Good)

B2B: 45.2 (Excellent)

Status: Satisfaction rising

## Conversion Rate

7.2%

↑0.3% MoM

B2C: 4.5% (visitors → customers)

B2B: 15.0% (leads → customers)

Top Channel: Referrals 28%

## Churn Rate

6.2%

↓0.8% improvement

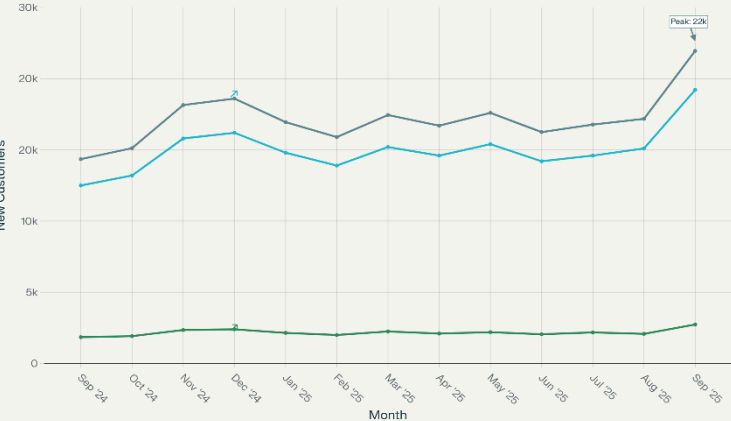
B2C: 8.1% (improving)

B2B: 4.2% (excellent)

Target: <7% blended rate ✓

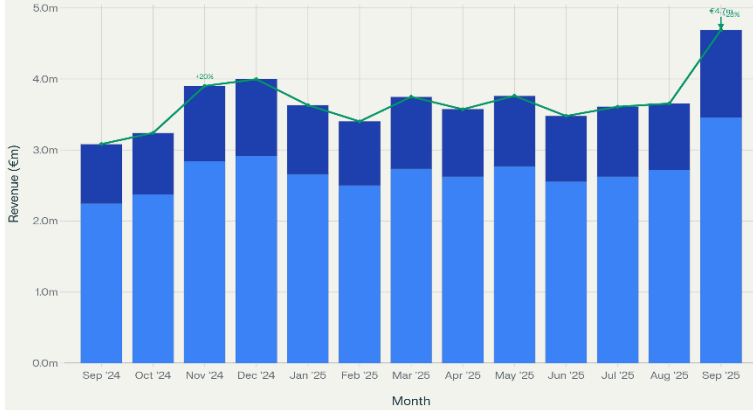
## Customer Acquisition - Monthly Trends

— B2C New — B2B New — Total



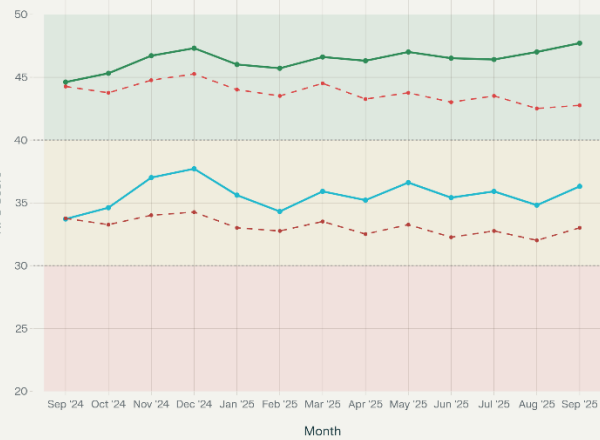
## Monthly Revenue: B2C vs B2B Split

— Total Revenue — B2B Revenue — B2C Revenue

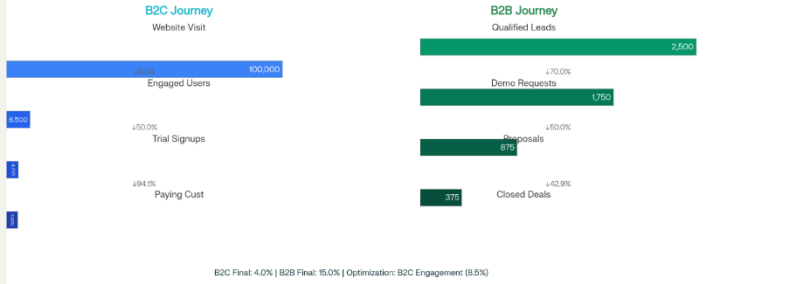


## Customer Health NPS & Churn

— B2C NPS — B2B NPS — B2C Churn (scaled) — B2B Churn (scaled)

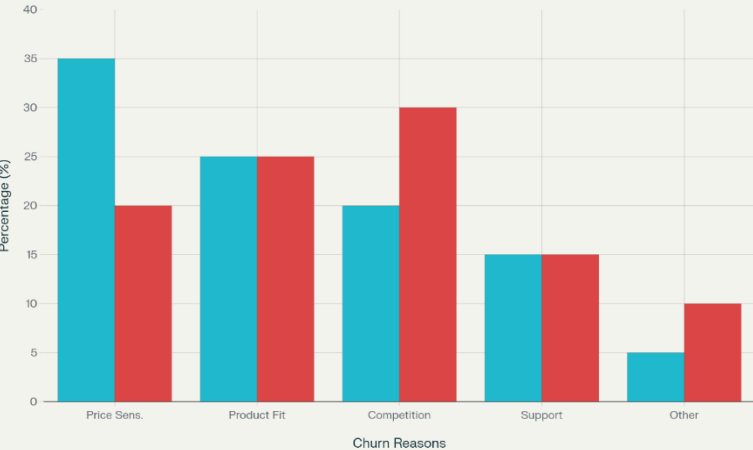


## Conversion Funnel Analysis - B2C vs B2B Customer Journey



## Customer Retention & Churn Analysis

■ B2C (8.1%) ■ B2B (4.2%)



## Unit Economics - B2C vs B2B

