

RETAINABLE: CHURN REPORT (SAMPLE)

Net Churn Rate

11.2% ↓ 4.6% MoM

Gross Churn Rate

8.2% ↓ 3.2% MoM

Gross Revenue Churn

\$37,985 ↑ 1.6% MoM

Net Revenue Churn

\$29,093 ↑ 2.3% MoM

Voluntary Churn

8.3% ↓ 4.6% MoM

Delinquent Churn

1.9% ↓ 4.6% MoM

SAVE: Customers At Risk of Churn

Below are the current customers who show indications at risk of churn, based on Retainable's artificial intelligence algorithms.

Customer ID	Email	Company	Sign Up Date	Churn Segment	Message	Customer Health	Customer Health Score	LTV
2983	sergey@google.com	google	04/22/18	Not onboarded	Re-onboard	At-Risk	84	\$1,509
3995	sheryl@facebook.com	facebook	03/19/15	Low Engagement	Top feature tutorial	At-Risk	77	\$903
2310	tim@apple.com	apple	09/18/14	Low NPS	Personal outreach	At-Risk	54	\$2,245
2983	larry@adobe.com	adobe	04/21/18	Poor Customer Experience	Check In	At-Risk	84	\$2,102
5593	jeff@linkedin.com	linked in	11/23/18	Low Engagement	Top feature tutorial	At-Risk	90	\$3,221
3234	sara@microsoft.com	microsoft	09/18/12	Low NPS	Personal outreach	At-Risk	78	\$3,845
4176	elon@tesla.com	tesla	01/12/18	Not reached first value	Re-onboard	At-Risk	65	\$5,903
5593	nigel@intuit.com	intuit	03/19/15	Low engagement	Top feature tutorial	At-Risk	55	\$103
3234	susan@hp.com	hp	11/14/17	Low NPS	Personal outreach	At-Risk	59	\$3,209

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EXPANSION: Customers Primed To Upsell

Below are customers who are actively engaged and primed to upgrade plans.

Customer ID	Email	Company	Sign Up Date	Segment	Message	Customer Health	Customer Health Score	LTV
4862	bob@athena.com	Athena	04/22/18	Power User	Feature Upsell	Primed to Upsell	84	\$1,509
6512	doris@altius.com	Altius	03/19/15	Near capacity	Upgrade plan	Primed to Upsell	82	\$903
3765	sam@dropbox.com	Dropbox	09/18/14	Power User	Feature Upsell	Primed to Upsell	94	\$2,245
4862	egt@uber.com	Uber	04/21/18	Power User	Feature Upsell	Primed to Upsell	93	\$2,102
9117	anne@pinterest.com	Pinterest	11/23/18	Power User	Feature Upsell	Primed to Upsell	90	\$3,221
5271	amy@asana.com	Asana	09/18/12	Power User	Feature Upsell	Primed to Upsell	93	\$3,845
6807	bill@chase.com	Chase	01/12/18	Near capacity	Upgrade plan	Primed to Upsell	89	\$5,903
9117	tom@eon.com	Eon	03/19/15	Power User	Feature Upsell	Primed to Upsell	90	\$103
5271	ttw23@samsung.com	Samsung	11/14/17	Near capacity	Upgrade plan	Primed to Upsell	87	\$3,209

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RE-ACQUIRE: Customers Primed To Resurrect

Below are customers who were once customers but have churned. Based on Retainable's analysis, they are primed to outreach with a new campaign or incentive to sign up again.

Customer ID	Email	Company	Sign Up Date	Churn Segment	Message	Customer Health	Customer Health Score	LTV
3699	pat@oracle.com	Oracle	04/22/18	Churned Customer	Re-onboard	Resurrect	84	\$1,509
4954	evelyn@rapidly.com	Rapidly	03/19/15	Churned Customer	Top feature tutorial	Resurrect	77	\$903
2864	winston@atlassian.com	Atlassian	09/18/14	Churned Customer	Personal outreach	Resurrect	54	\$2,245
3699	ed@cornerstone.io	Cornerstone	04/21/18	Churned Customer	Check In	Resurrect	84	\$2,102
6935	ken@eventbrite.com	Eventbrite	11/23/18	Churned Customer	Top feature tutorial	Resurrect	90	\$3,221
4010	sally@newrelic.com	New Relic	09/18/12	Churned Customer	Personal outreach	Resurrect	78	\$3,845
5178	ty@blackbaud.com	Blackbaud	01/12/18	Churned Customer	Re-onboard	Resurrect	65	\$5,903
6935	derrick@data.com	Data	03/19/15	Churned Customer	Top feature tutorial	Resurrect	55	\$103
4010	veronica@appio.com	Appio	11/14/17	Churned Customer	Personal outreach	Resurrect	59	\$3,209

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DELINQUENT CHURN: Customers w/Expiring and Failed CC

Below are customers who should be contacted to update failed payments and expiring credit cards. These are active customers who are churned but can be saved with updated payment information.

Customer ID	Email	Company	Sign Up Date	Churn Segment	Message	Customer Health	Customer Health Score	LTV
3633	pterry@postes.com	Postes	04/22/18	Churned Customer	Update Credit Card	Involuntary Churned	84	\$1,509
4922	art@hubspend.com	Hubspend	03/19/15	Churned Customer	Update Credit Card	Involuntary Churned	77	\$903
2345	penny@mint.com	Mint	09/18/14	Churned Customer	Update Credit Card	Involuntary Churned	54	\$2,245
3699	maria@mailsend.com	Mailsend	04/21/18	Churned Customer	Update Credit Card	Involuntary Churned	84	\$2,102
7893	pat@intercom.com	Intercom	11/23/18	Churned Customer	Update Credit Card	Involuntary Churned	90	\$3,221

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RECOMMENDATIONS TO IMPROVE CUSTOMER RETENTION

Recommendations and Analyses

- **Time To First Response** was 2.3x longer for those that churned last month. Consider prioritizing support tickets based on plan type and unaddressed tickets first.
- **Test Onboarding Sequence** - Customers who use Feature A churn at 17% lower rate than those that do not. Consider testing a new onboarding variation.
- **Engagement in Feature B** dropped 22% MoM; customers who use Feature B retain more than those that do not. Consider resending onboarding emails to get users to engage and realize value from Feature B.
- 22 high LTV customers are at risk of churn, totaling **\$18,744 in potential MRR**. Consider a personal outreach to re-engage and reinforce value.