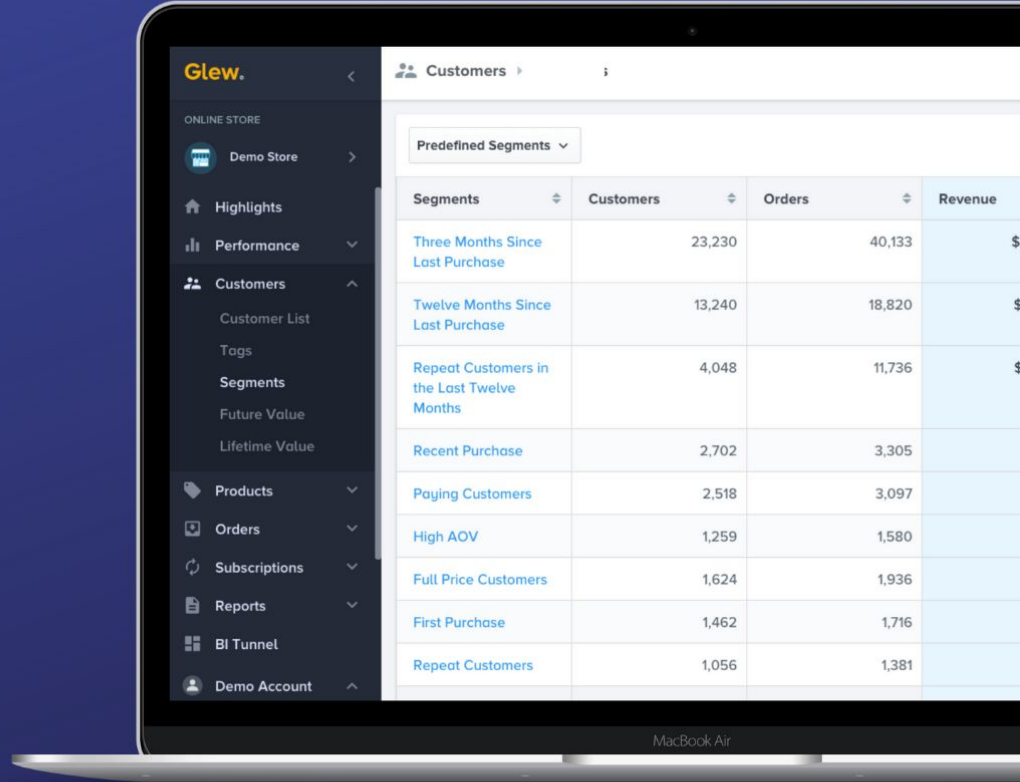




REDEFINING SUBSCRIPTION ANALYTICS

# How to Manage (and Maximize) Recurring Revenue

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# MANAGING RECURRING REVENUE

## What makes subscription analytics different?

- Recurring revenue model
- Varying subscription frequencies
- Reporting retention and churn
- Technical limitations of add-ons and apps

**The bottom line: It's hard to get to the true performance - and profitability - of subscription-based businesses.**

# KEY SUBSCRIPTION KPIS

## What should you be looking at?

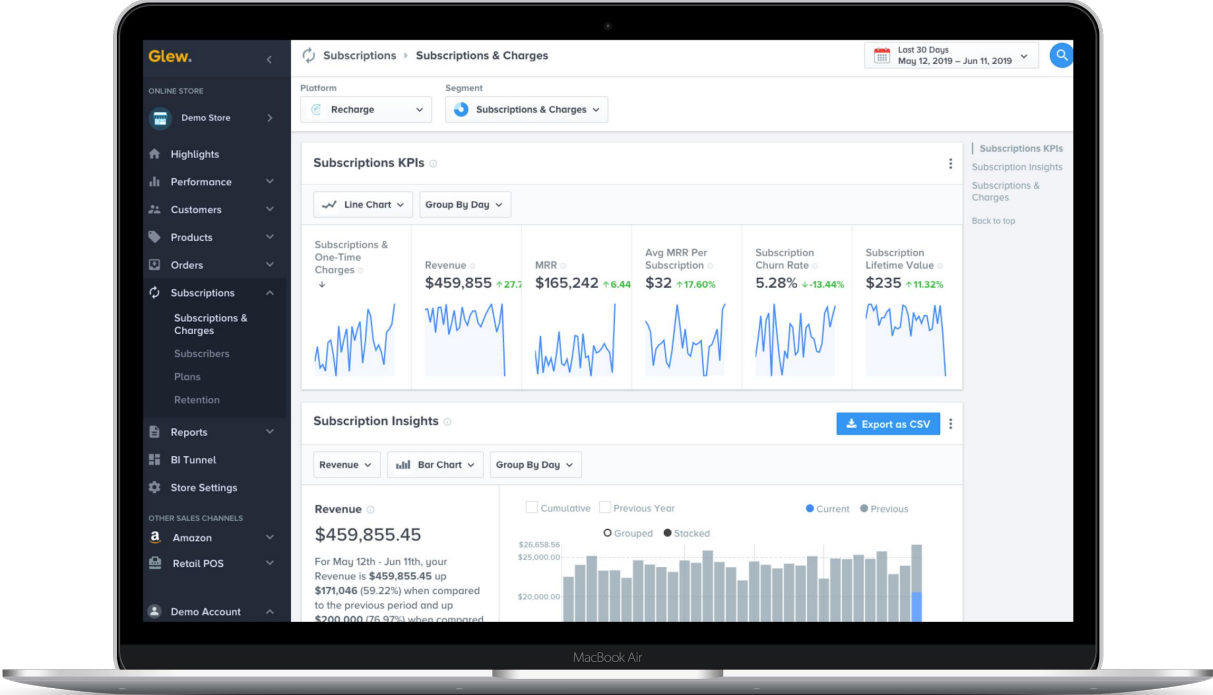
<b>MRR</b>	Your monthly recurring revenue, including net MRR, new MRR and churned MRR
<b>Churn rate</b>	The rate at which subscribers are canceling their subscriptions
<b>Plan performance</b>	How your individual subscription products are performing
<b>Lifetime value</b>	The lifetime value of your subscribers
<b>Profit and margin</b>	How much money you're actually making

# ACTIONABLE INSIGHTS

## What questions should you be asking?

- **What** are my most profitable subscriptions?
- **How** can I find and segment my one-time charges and customers?
- **Which products** have the highest lifetime value?
- **Which products** have the highest churn rate?
- **What** is my trending monthly recurring revenue?
- **How** can I measure retention?

# REDEFINING SUBSCRIPTIONS ANALYTICS



QUESTIONS?

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