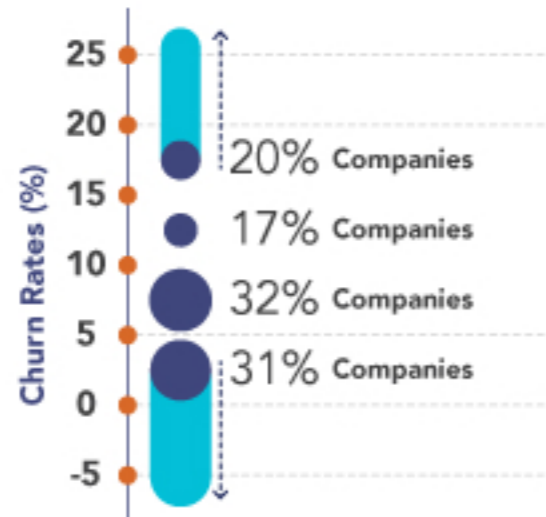


TOP CHURN STATS

YOU SHOULD KNOW

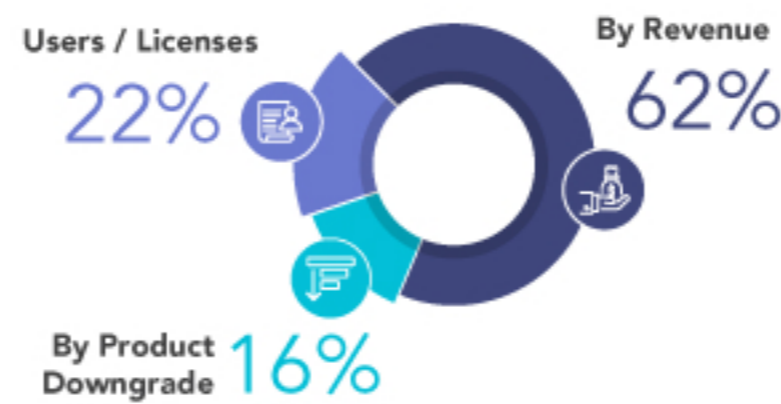
01

2/3rd of Companies Experienced Churn Rates of **5%** or more



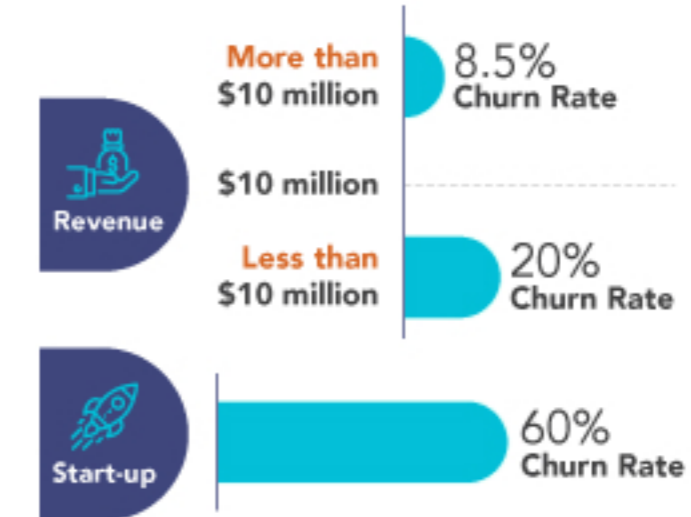
02

69% SaaS Businesses Measure Churn by #Customers



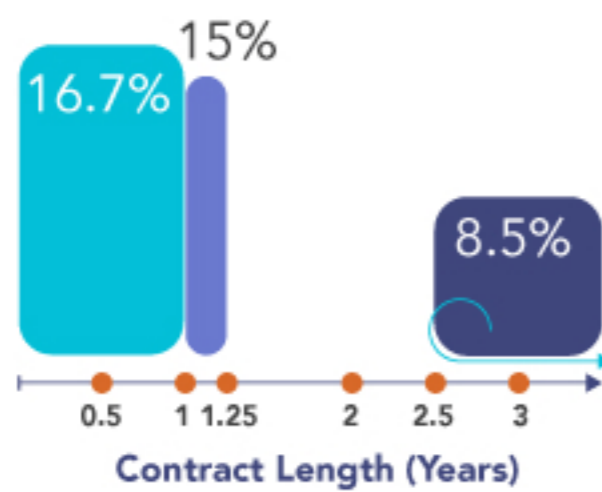
03

60% Churn Rates for Majority of Startups



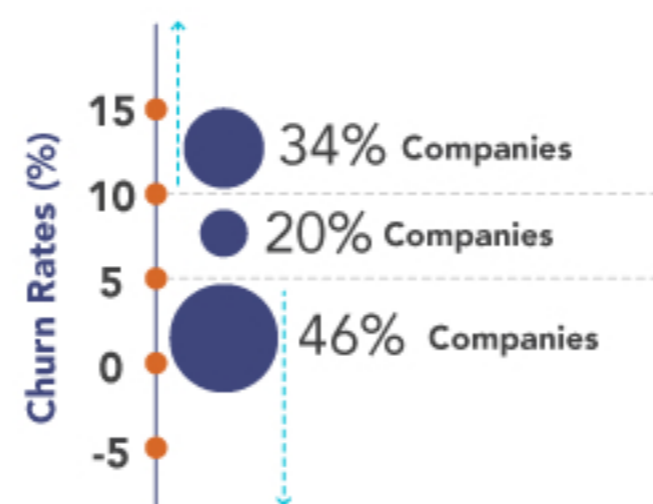
04

Month-to-Month Contracts have **14%** Churn Rates



05

Churn @ **High-growth** Companies



06

34% of Users have seen their Churn Rates Decrease



07

Monthly Retention Rate for Customers Logging in to a Mobile App is **41.5%**



08

Channel Sales have the Highest Churn Rate **17%**

