

Churn Rate

The truth about Churn Rate

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Churn Rate

Churn, also known as customer attrition, is the rate at which customers stop using a service during a specific time period.

Revenue Churn

Losing revenue during a period of time, is called Revenue churn.

This can be calculated using Revenue at start versus revenue lost during period.

MRR Plateau

When your churn is too high, you risk not maximizing your Monthly Recurring Revenue potential. This in turn puts your company of risk, as growth will be slowed or stopped.

Prevent Churn

You can prevent Churn. Understand your customers, improve based on their request and input and keep your customers close.

Reduce Churn, Keep growing.

Try Beatchurn 7-day free.

