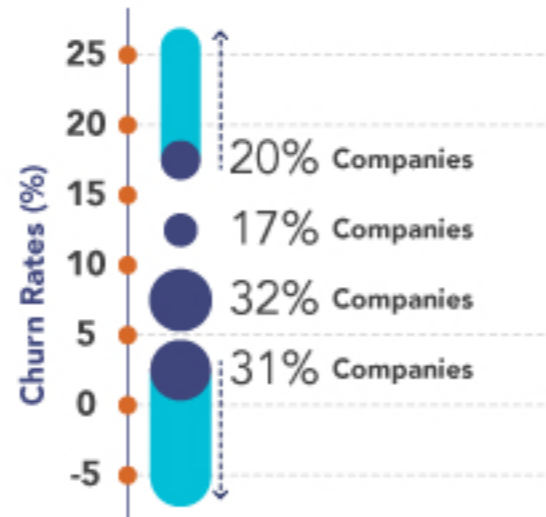


# TOP CHURN STATS

## YOU SHOULD KNOW

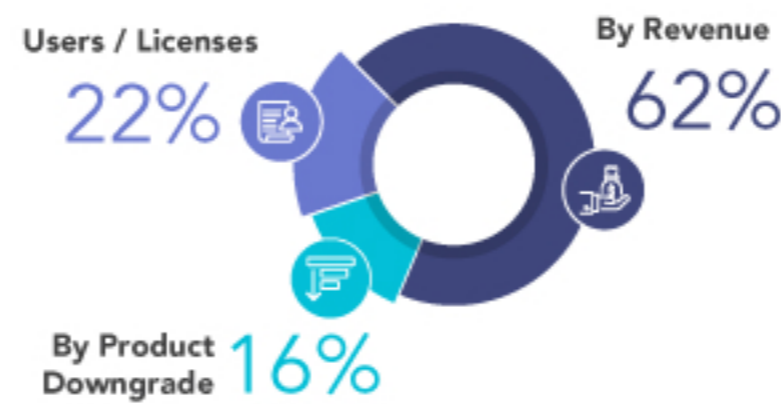
01

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



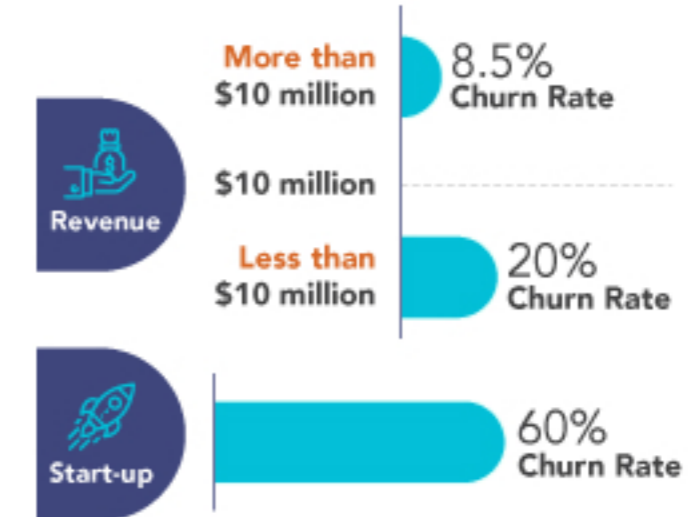
02

**69%** SaaS Businesses Measure Churn by #Customers



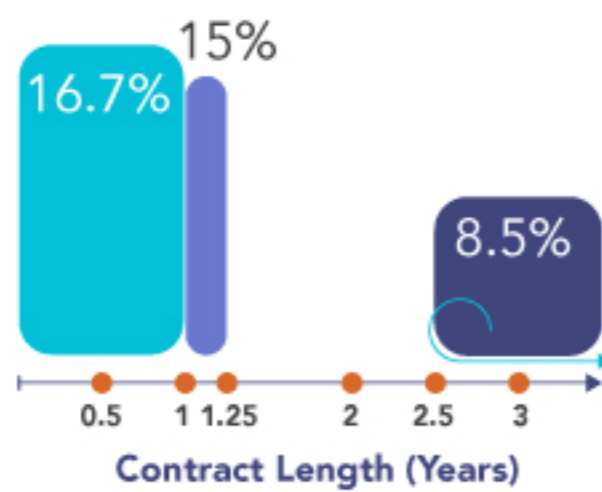
03

**60%** Churn Rates for Majority of Startups



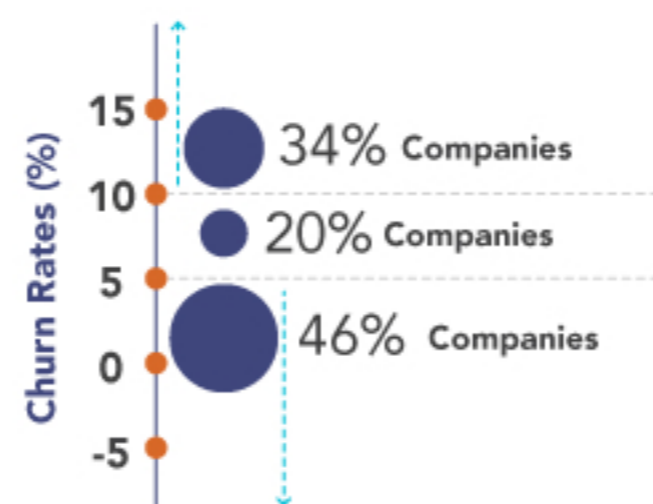
04

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



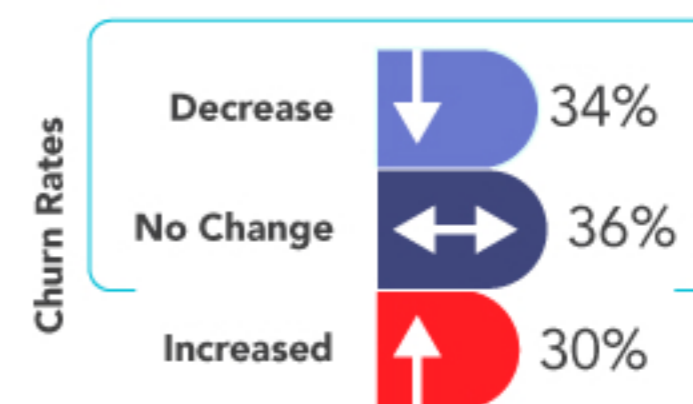
05

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%**

