

List of Charts Available In ChartMogul

Recurring Revenue

- MRR
- MRR Movements
- Annual Run Rate
- Net MRR Movement Per Customer
- Committed MRR Forecast

Leads & Trials

- Leads
- Free Trials
- Trial-to-paid Conversion Rate
- Average Sales Cycle Length

Churn & Retention

- Customer Churn Rate
- Net MRR Churn Rate
- Gross MRR Churn Rate
- Quantity Churn Rate
- Net MRR Retention Rate
- Gross MRR Retention Rate

Subscribers

- Average Revenue Per Account
- Average Sale Price
- Customer Lifetime Value
- Subscriptions
- Subscription Quantity

Cash Flow

- Net Cash Flow
- Gross Cash Flow
- Non-recurring Cash Flow
- Successful Payments
- Refunds
- Failed Transactions

Cohort Analysis

- Customer Churn
- Net MRR Churn Quantity Churn
- Customer Retention
- Net MRR Retention
- Quantity Retention
- Conversion of Non-subscriptions Customers

Non-subscription Customers

- Average Order Value
- Average Spend Per Customer

Custom charts with infinite possibilities

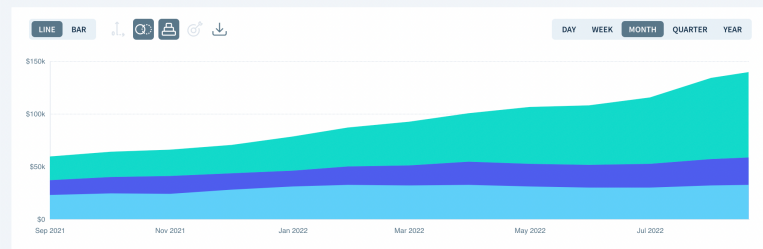
Discover hidden trends in your subscription data by creating custom charts with any combination of filters. Try segmenting your plans by marketing channel for example.

Enterprise MRR by Marketing Channel

SAVE CHART NEW SEGMENT 2021-09-20 to 2022-09-19

- Enterprise Organic Search
- Enterprise Paid Social
- Enterprise Paid Search

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chartmogul.com