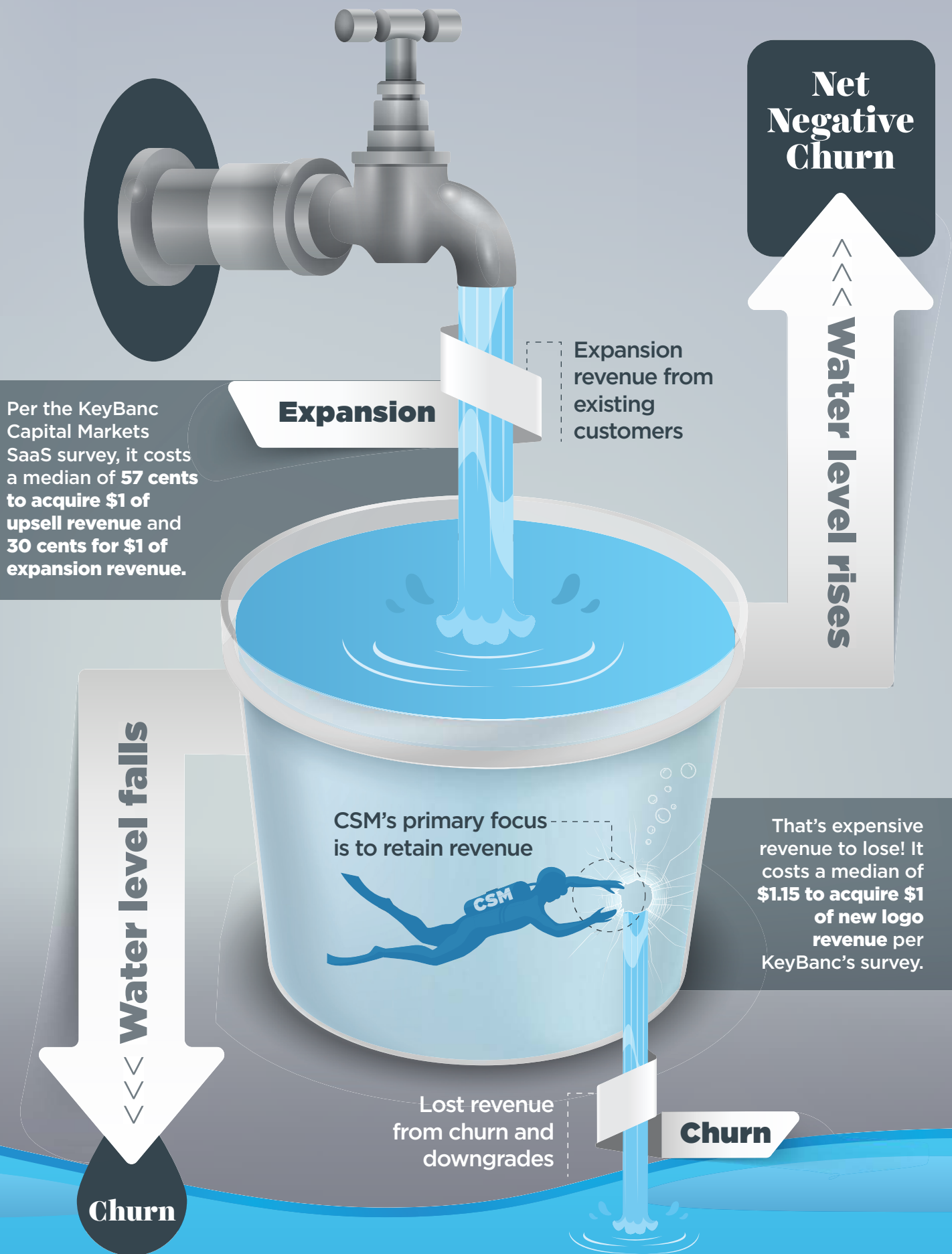


Net Negative Churn



Net negative churn occurs when your expansion revenue (upgrades, add-ons) from existing customers totals more than your lost revenue (churn, downgrades).

QUICK TIP

An easy way to measure your sales and marketing efficiency is to divide your annual sales/marketing spend by your net new ARR bookings. Also, your CSM team can pay for itself by targeting an annual revenue retention target and identifying leads for your sales team.

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