

	BOOKINGS & RETENTION		GROSS MARGINS			OPEX & PROFIT	
<b>\$20K</b> Median contract size (ACV)	Hype Growth 60-80% MRR bookings from new logos	Scale Model 10-15% MRR bookings from new logos	~91% Annual gross logo retention <sup>1</sup>	~74% Median GM (all revenue streams blended)	79% Median GM for SaaS revenue only		
<b>51%</b> Companies price by # of seats/sites/users	Hype Growth 10-15% MRR bookings from new logos	Scale Model 50-75% MRR bookings from new logos	~90% Annual gross dollar retention	~32% Median GM for Professional Services	54% Companies offering PS to help onboard clients	25% Average PS revenue as % of first year ACV	75% S&M as percent of revenue <sup>3a</sup>
<b>28%</b> Companies price by usage or transactions	Hype Growth 10-15% MRR bookings from upsells	Scale Model 25-40% MRR bookings from upsells	~110% Annual net dollar retention <sup>1</sup>	1,700 Billable hours per year per PS FTE	~\$175 Average hourly billable rate per PS FTE	5-10% Average CAPEX as percent of revenue <sup>6</sup>	20-30% R&D as percent of revenue
<b>50%</b> Companies with 1 year contracts	15% Enterprise dollar churn that is 'uncontrollable' <sup>1</sup>	40% SMB churn that is 'uncontrollable' <sup>1</sup>	25-50% Net Promoter Score	70% Target billable utilization per PS FTE	\$100-200k Annual revenue per FTE <sup>2</sup>	\$400-500k Annual revenue per FTE <sup>2</sup>	<0% EBITDA margin
<b>30-50%</b> Avg % of ACV bookings recognized as revenue to date	2-5x LTV/CAC (long-term return) <sup>2</sup>	Marginal new CAC -> Average CAC installed base See Note <sup>4</sup>	11-15 mo. CAC payback on revenue basis	14-24 mo. CAC payback on GM basis	Hype Growth 3-5x New ACV/operating cash EBITDA loss <sup>5</sup>	Scale Model N/A New ACV/operating cash EBITDA loss <sup>5</sup>	5-25% Operating cash margin <sup>11</sup>

**CUSTOMER ECONOMICS**