

ARR Growth & Key Drivers



Key Drivers & Notes:

- Profitable
- LTV:CAC ratio of > 11
 - $(ARPA \times GM / \text{Churn})$
- Best in Class GR & NR
- 85% GM

Organic + Low Cost / No Cost

- Partner Expansion
- Free + Paid User Expansion
- $>60\%$ of closed/won ARR in Q1 started w/ a free user
- SEO + *Growth Hacks*

Higher Cost (now ramping)

- SEM
- ABM + Retargeting
- Affiliates
- Channel Sponsorships