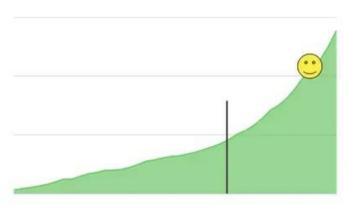
ARR Growth & Key Drivers



Key Drivers & Notes:

- Profitable
- LTV:CAC ratio of > 11 (ARPA x GM / 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 Sponsors

