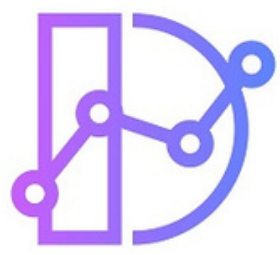


Insight
Dials

METRIC FACTS

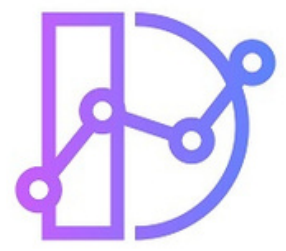
<https://insightdials.com>



Insight
Dials

MONTHLY RECURRING REVENUE (MRR)

<https://insightdials.com>



Insight
Dials

MRR

Monthly Recurring Revenue (MRR) is the predictable recurring revenue earned from all recurring subscriptions in a particular month



MRR FACTS

It is the Sum of all recurring revenue each month

The backbone of every subscription business

MRR trends helps in planning company's future activities

It shows company's stability and investor's fav metric



MRR CALCULATION

$MRR = \Sigma \text{Recurring Revenue}$

Average Revenue
per User

$MRR =$

\times

Total Number of
Customers

Benefits of MRR

PREDICTABLE REVENUE

Predictability makes it easier for companies to budget and plan ahead

GROWTH PATTERN

Better picture on company's growth, if its growing or shrinking

BETTER DECISION MAKING

Clarity on business performance, health and growth makes decisions making easier

CUSTOMER RETENTION

Helps to identify which customers are expanding, contracting and likely to churn

