

Mastering Momentum: Strategies for SaaS Customer Retention



State of Industry Report





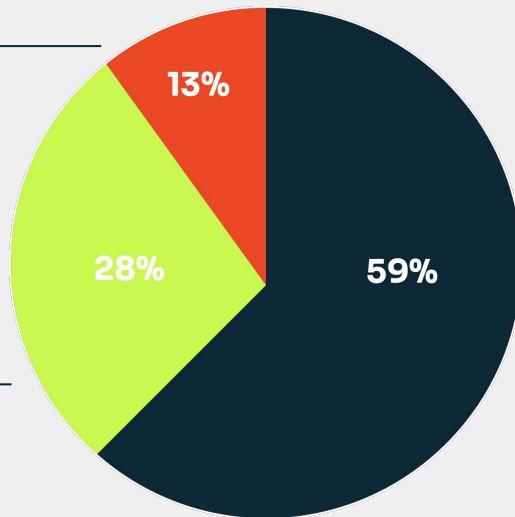
Retention is the new Acquisition in 2023

87% say retaining subscribers is as or more important than acquiring

Q13: Describe your company's attitude toward growth in the next 12 mo's:

Customer retention
is a lower priority
than customer
acquisition

**They are
prioritized at the
same level**

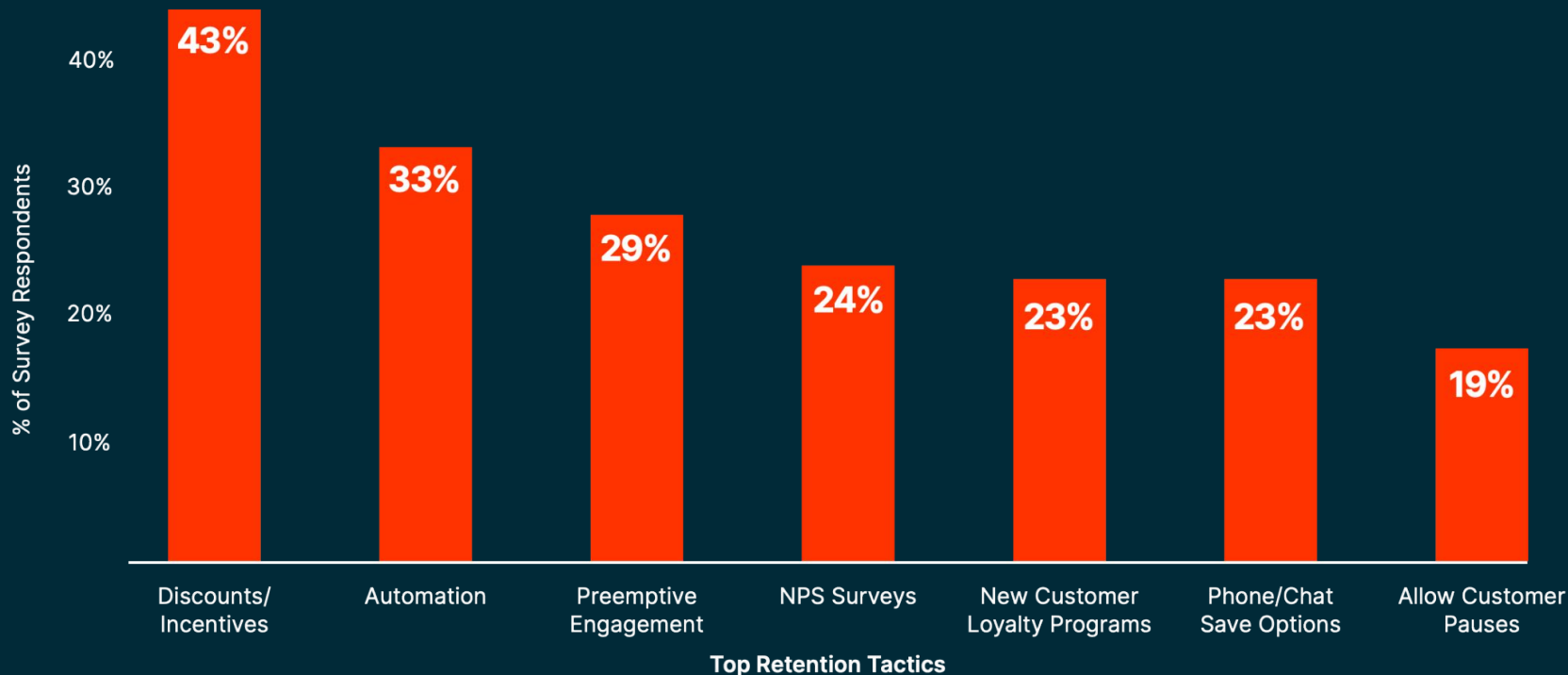


**Customer retention
is a higher priority
than customer
acquisition**

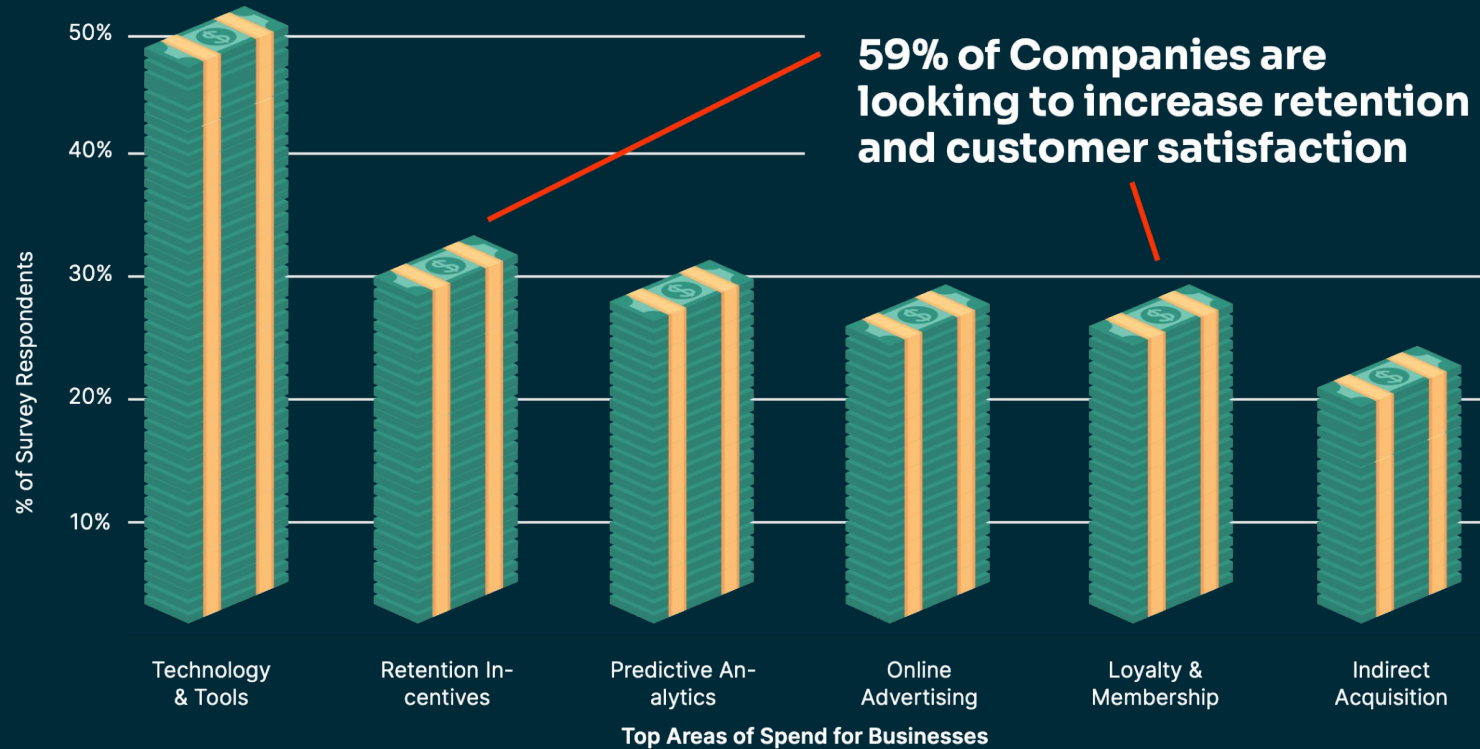


Top Retention Tactics in 2023

Q19: What retention tactics will you practice in the coming 12 months? (select up to 3)



Where are Subscription Leaders investing in 2023?





The Retention Revolution is here.

Download the Free 2023 State of Industry Report to see:

- Top growth priorities at subscription companies
- Where subscription businesses are investing
- Strategies for saving customers
- The biggest trends and predictions for 2023
- And so much more...



<https://www.chargebee.com/resources/guides/subscriptions-industry-report/>