

Quarterly Business Review — Q4 2025

Executive Summary

The **monthly revenue grew by 15%**¹ last quarter, exceeding our initial projections. User retention improved across all cohorts², and the product team shipped three major features on schedule.



Revenue Analysis

Our subscription revenue reached \$4.2M³, driven primarily by enterprise tier upgrades. The **average contract value increased to \$18,500**⁴, representing a 22% improvement over Q3.



Ad revenue remained flat at \$800K, which we attribute to seasonal trends and the ongoing shift toward subscription models.

User Metrics

Monthly active users grew to 142,000⁵, with the strongest growth in the APAC region. The **onboarding completion rate hit 78%**⁶, up from 61% in the previous quarter, following the redesign.



Churn decreased to 3.1% monthly, the lowest in company history.

Outlook

We expect Q1 2026 to continue the upward trend, with a planned launch of the Teams feature⁷ in late February.



1. anchor: "monthly revenue grew by 15%"

@alice (2026-02-10):

Are we comparing this to the same quarter last year, or quarter-over-quarter?

@bob (2026-02-11):

Year-over-year. Added a clarifying footnote to the appendix — see table A-3.

@alice (2026-02-11):



2. status: resolved

@carol (2026-02-12):

Can we break this down by cohort in an appendix?

@bob (2026-02-12):

Done — added Appendix B with per-cohort retention curves.

@carol (2026-02-12):

Perfect, thanks!



3. @dave (2026-02-13):

Does this include the Acme Corp deal that closed late December? It was still pending in the CRM last I checked.

↩

4. anchor: "average contract value increased to \$18,500" status: resolved

@alice (2026-02-14):

This is impressive. Should we highlight this in the board deck?

@eve (2026-02-14):

Already added to slide 12.

↩

5. @frank (2026-02-15):

How are we counting MAU — unique logins or any API call?

@bob (2026-02-15):

Unique logins. The API-call metric is in the dashboard under "engagement."

↩

6. anchor: "onboarding completion rate hit 78%"

@carol (2026-02-15):

This is a huge jump. What drove it — the new tutorial flow or the checklist widget?

@grace (2026-02-16):

Mostly the checklist widget. A/B test showed a 14pp lift from that alone.



7. @dave (2026-02-16):

Are we confident about the February date? Engineering mentioned some blockers last week.

@eve (2026-02-17):

We moved it to March 1. I'll update the doc.

@dave (2026-02-17):

Thanks for the heads-up.

