Northwind Analytics

Performance review · Q1 2027

Prepared 08 Apr 2027
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MRR
€184,200
▲ +12.4% vs last quarter

Active accounts
2,148
▲ +186 vs last quarter

Net revenue retention
114%
▲ +3 pp vs last quarter

Gross churn
1.9%
▲ -0.4 pp vs last quarter

CAC payback
9.2 mo
▲ -1.1 mo vs last quarter

NPS
58
▲ +6 vs last quarter

REVENUE BY ACQUISITION CHANNEL

CHANNEL	DEALS	REVENUESHARE
Organic / SEO	92	€61,400
Paid search	64	€48,900
Partnerships	41	€39,200
Outbound	33	€34,700