



<u>Tab</u>	<u>Explanation</u>
Total Cohort Revenue - Period N	This tab illustrates the total revenue by cohort after N periods have elapsed. This is useful for understanding if there is a dropoff after a specific contract renewal date (i.e. 12 months) and for examining the average % of revenue remaining after N months across all cohorts. This can give you a better idea of where upsell or customer success efforts should be applied.
Total Cohort Revenue By Period	This tab illustrates revenue by period as each period occurs, and is useful for gauging your overall MRR and MRR by cohort.
Chart - Cohort Rev. by Period	Ideally you would want your total MRR to be trending up and to the right, as additional cohorts add more revenue.
Chart - Cohort Rev Stacked	Ideally you would want each of your cohorts to increase with time (Upsell) as additional cohorts build on top of your existing base of renewals.
Total Cohort Clients - Period N	Similar to the first tab, this is useful for understanding how clients churn in period N (i.e. at the 12 month mark).
Total Cohort Clients by Period	Similar to the second tab, this is useful for gauging your overall number of clients in each period.
Chart - Cohort Clients Period	Total clients over time is similar to total revenue over time.
Chart - Cohort Clients Stacked	Total cohort clients breaks out the number of clients renewing in each cohort. Ideally you would want to build this steadily up and to the right over time.

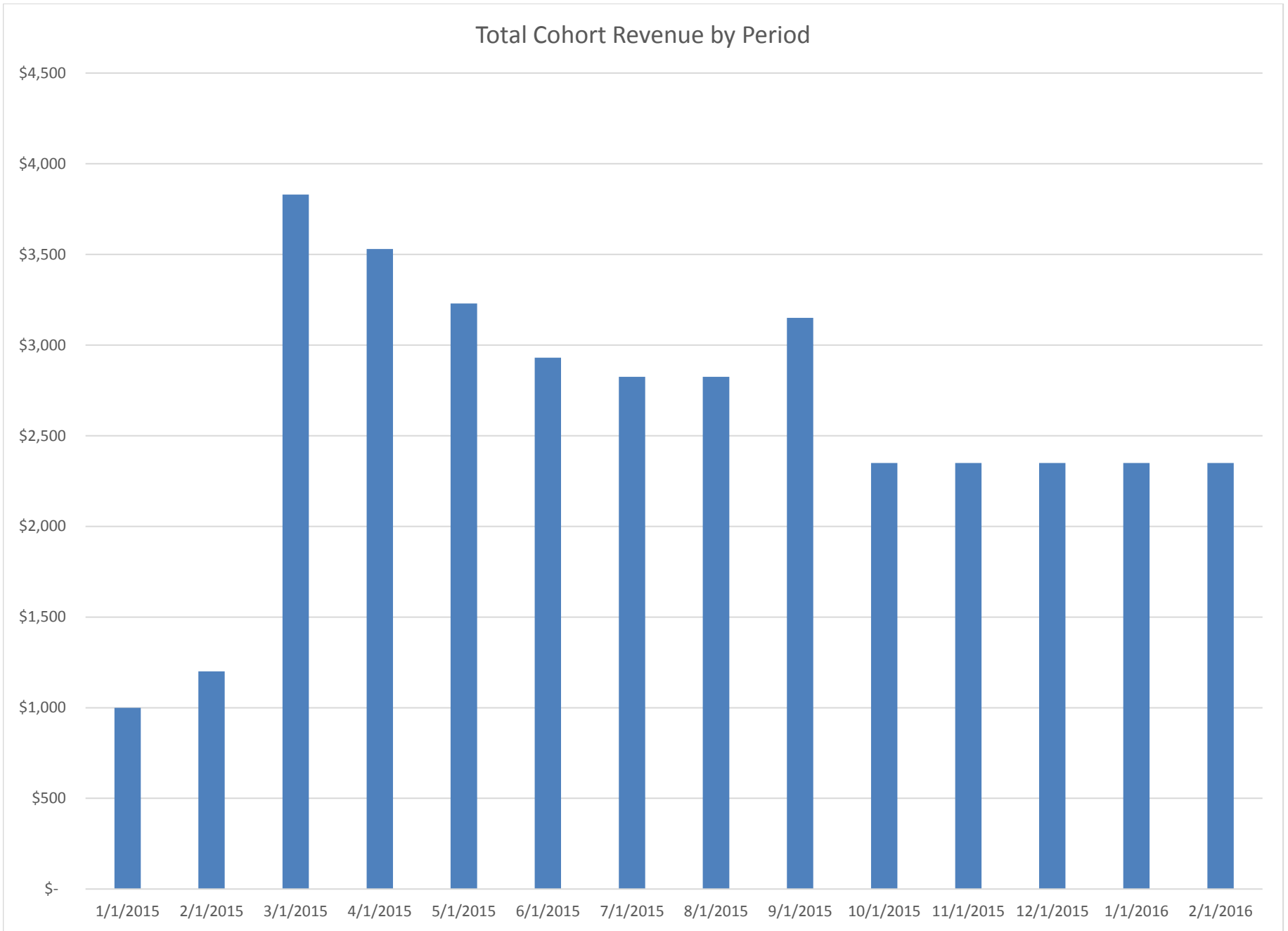
Cohortify is a beta product meant to make cohort analysis quick and painless.
 Feel free to send feedback to feedback@cohortify.com

Total Cohort Revenue in Period N (After Inception)														
Cohort	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>
1/1/2015	1,000	900	800	700	600	500	400	400	400	400	400	400	400	400
2/1/2015	300	330	330	330	330	375	375	450	450	450	450	450	450	
3/1/2015	2,700	2,500	2,300	2,100	2,050	2,050	2,300	1,500	1,500	1,500	1,500	1,500		

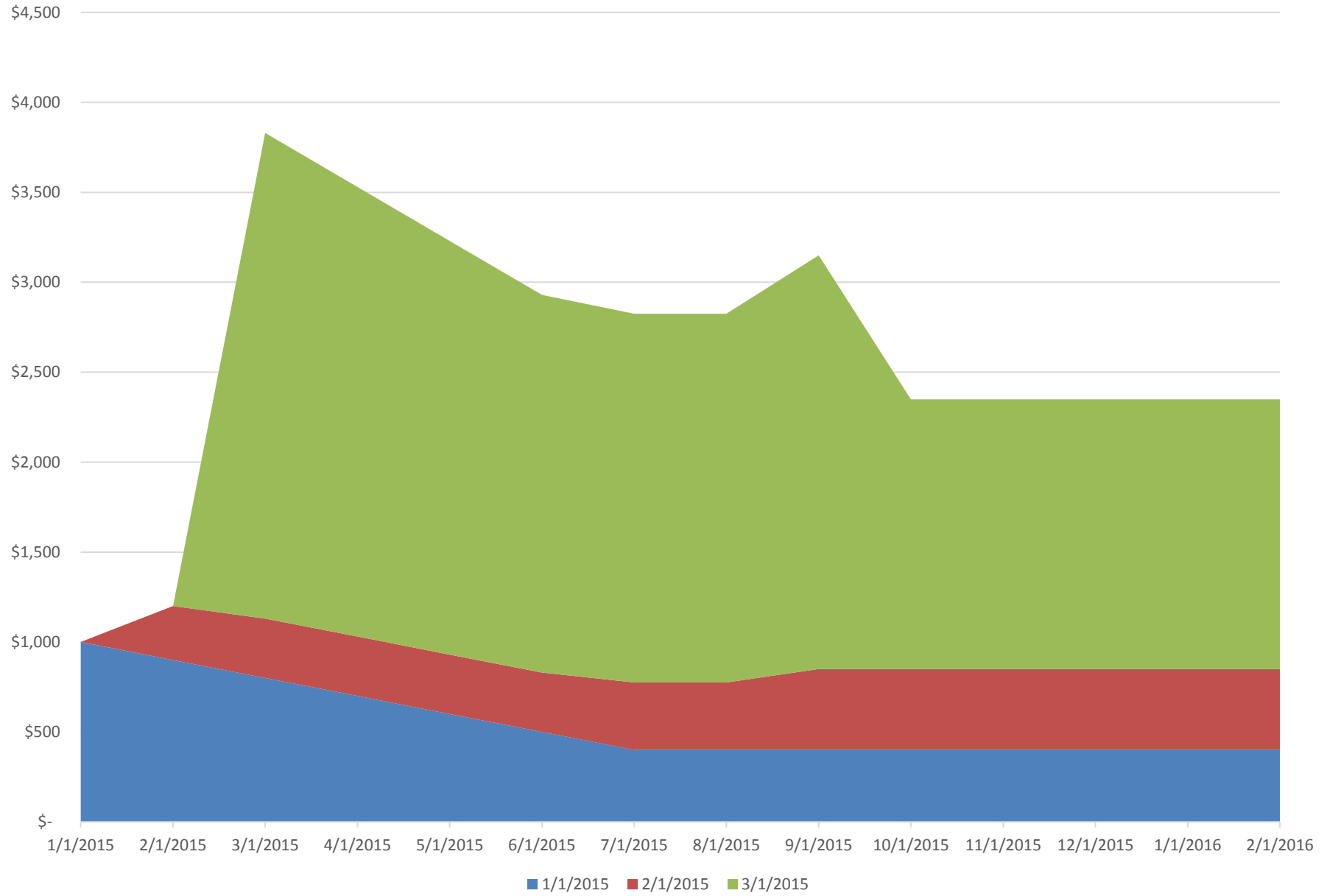
% Remaining by Cohort After N Periods														
Cohort	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>
1/1/2015	100%	90%	80%	70%	60%	50%	40%	40%	40%	40%	40%	40%	40%	40%
2/1/2015	100%	110%	110%	110%	110%	125%	125%	150%	150%	150%	150%	150%	150%	
3/1/2015	100%	93%	85%	78%	76%	76%	85%	56%	56%	56%	56%	56%		
Avg. % Rem.	100%	98%	92%	86%	82%	84%	83%	82%	82%	82%	82%	82%	95%	40%

Total Cohort Revenue by Period

Cohort	<u>1/1/2015</u>	<u>2/1/2015</u>	<u>3/1/2015</u>	<u>4/1/2015</u>	<u>5/1/2015</u>	<u>6/1/2015</u>	<u>7/1/2015</u>	<u>8/1/2015</u>	<u>9/1/2015</u>	<u>10/1/2015</u>	<u>11/1/2015</u>	<u>12/1/2015</u>	<u>1/1/2016</u>	<u>2/1/2016</u>
1/1/2015	\$ 1,000	\$ 900	\$ 800	\$ 700	\$ 600	\$ 500	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400
2/1/2015	-	300	330	330	330	330	375	375	450	450	450	450	450	450
3/1/2015	-	-	2,700	2,500	2,300	2,100	2,050	2,050	2,300	1,500	1,500	1,500	1,500	1,500
Total	\$ 1,000	\$ 1,200	\$ 3,830	\$ 3,530	\$ 3,230	\$ 2,930	\$ 2,825	\$ 2,825	\$ 3,150	\$ 2,350	\$ 2,350	\$ 2,350	\$ 2,350	\$ 2,350



Total Cohort Revenue by Period

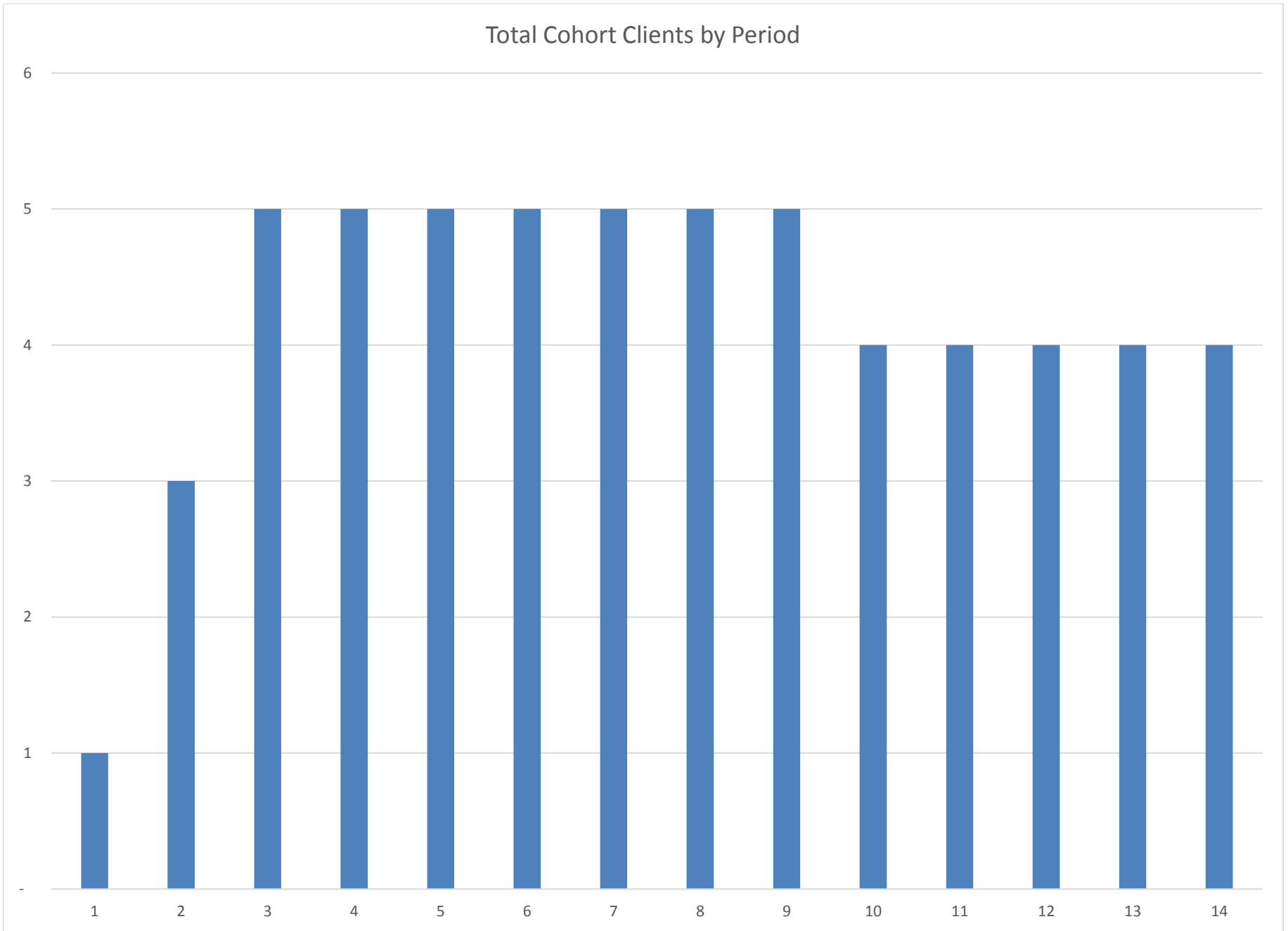


Total Cohort Clients in Period N (After Inception)														
Cohort	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>
1/1/2015	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2/1/2015	2	2	2	2	2	2	2	2	2	2	2	2	2	
3/1/2015	2	2	2	2	2	2	2	1	1	1	1	1		

% Remaining by Cohort After N Periods														
Cohort	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>
1/1/2015	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2/1/2015	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
3/1/2015	100%	100%	100%	100%	100%	100%	100%	50%	50%	50%	50%	50%		
Avg. % Rem.	100%	100%	100%	100%	100%	100%	100%	83%	83%	83%	83%	83%	100%	100%

Total Cohort Clients by Period

Cohort	<u>1/1/2015</u>	<u>2/1/2015</u>	<u>3/1/2015</u>	<u>4/1/2015</u>	<u>5/1/2015</u>	<u>6/1/2015</u>	<u>7/1/2015</u>	<u>8/1/2015</u>	<u>9/1/2015</u>	<u>10/1/2015</u>	<u>11/1/2015</u>	<u>12/1/2015</u>	<u>1/1/2016</u>	<u>2/1/2016</u>
1/1/2015	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2/1/2015	-	2	2	2	2	2	2	2	2	2	2	2	2	2
3/1/2015	-	-	2	2	2	2	2	2	2	1	1	1	1	1
Total	1	3	5	5	5	5	5	5	5	4	4	4	4	4



Total Cohort Clients by Period

