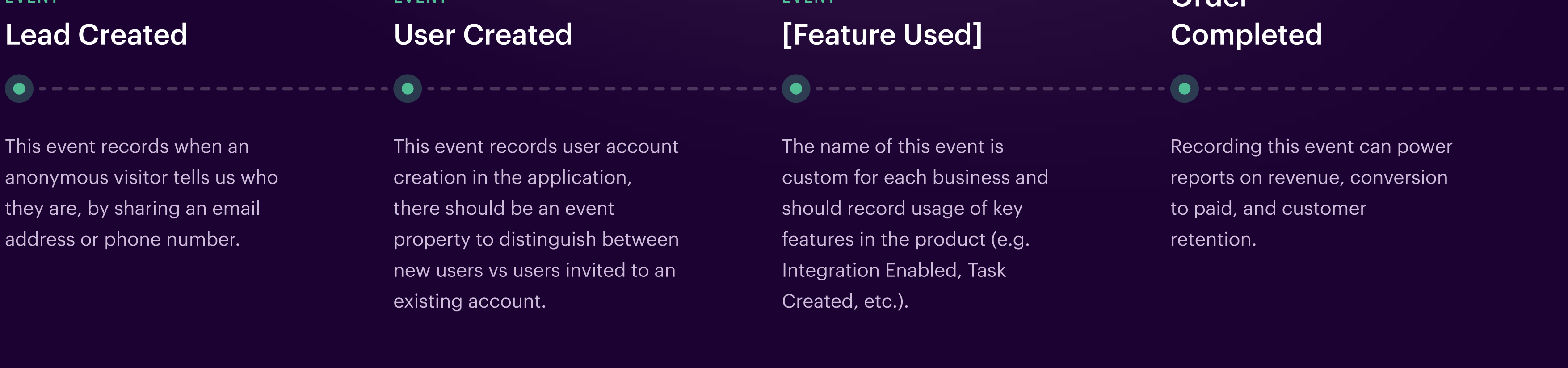


B2B Subscription Business

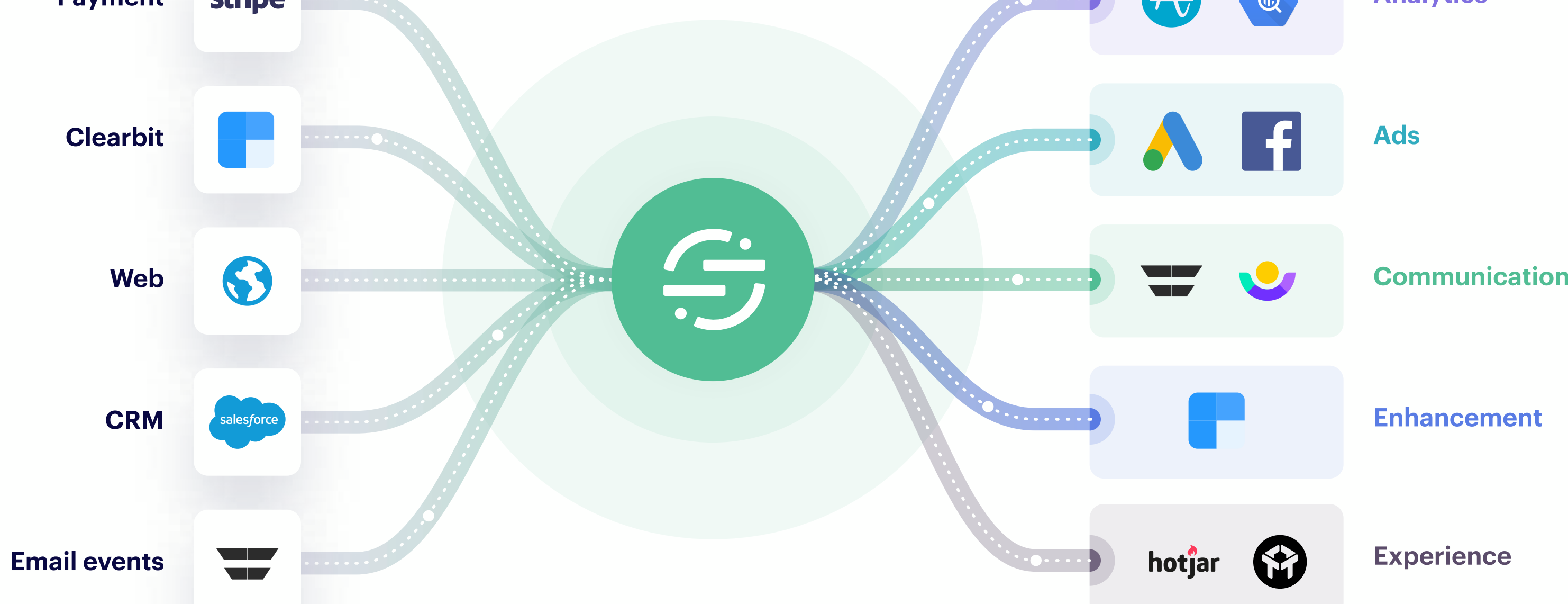
What to track and put in your stack

The Journey

Track the events that matter for telling the user's story



Empowering every team with good data



Metrics we measure

Revenue

New and Total MRR

Revenue for B2B subscription businesses means MRR or ARR. Breaking down that revenue by marketing channel, feature usage, and using it to understand retention will all start with the Payment Completed event.

Read more →

Conversion

Trial Subscription Conversion Rate

Combine page views with the User Created event to understand how many visitors are turning into users. This can also be broken down into marketing channels by looking at campaign tags and referrer values on page view events.

Read more →

Sales rate

Sales Opp Closed-Won rate

Combine the User Created event with Payment Completed to measure this metric. Factor in feature usage and original marketing channel of these users in your analysis to optimize this conversion rate.

Read more →

Conversion

Visit to Signup Conversion Rate

If your B2B subscription product offers enterprise plans then you'll want to look at CRM activity in addition to onsite activity recorded by Segment. This is easiest to accomplish in a data warehouse so data from the full customer journey can be joined together.

Read more →

Use cases

How we've seen most B2B startups use their stack

These tools are all now available to you for free or heavy discount through Segment's Startup Program

Scroll down for more information

Analysis of site visitor and lead quality

Clearbit data flows to Amplitude and BigQuery for analysis of site visitor quality (using Clearbit Reveal) and lead quality (using Clearbit Enrichment).



Autopilot - Salesforce integration

Autopilot integrates with Salesforce to keep specified fields in sync, which can be used to fire data back into Segment based on field updates in Salesforce (or other things that happen in Autopilot). It also sends Email events automatically through a native Segment source.



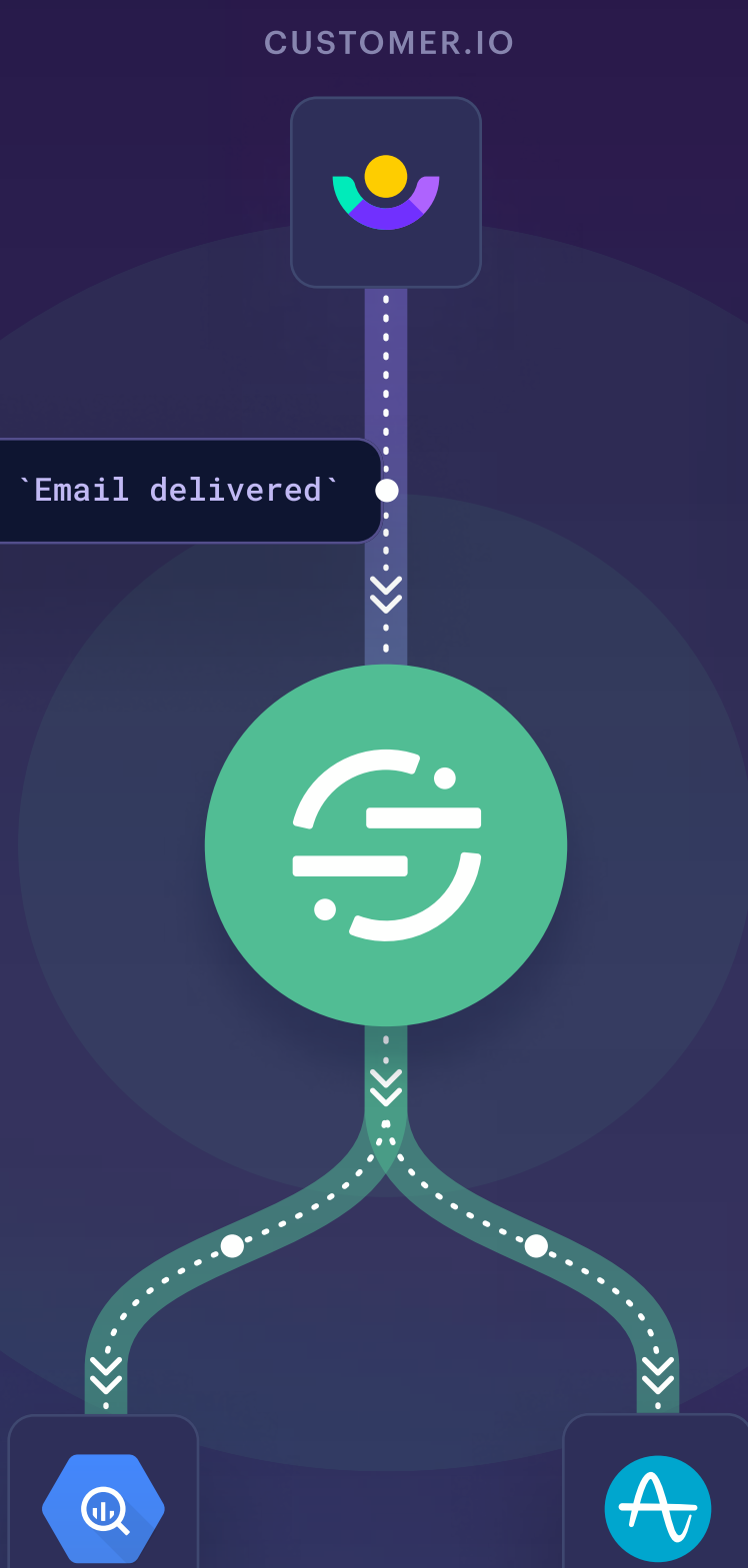
Customized messaging

Clearbit enrichment can be sent into Customer.io and Drift for customized messaging based on company info for each lead.



Customer.io email events

(Email Delivered/Opened/Clicked/Unsubscribed) can be turned on as a source in Segment and they'll flow through to Amplitude and BigQuery for analysis of full customer journey.



Custom marketing attribution

Custom marketing identifications and identity merging in Chartio using pages and identities tables in BigQuery from Segment Javascript source(s).



Startup Program

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