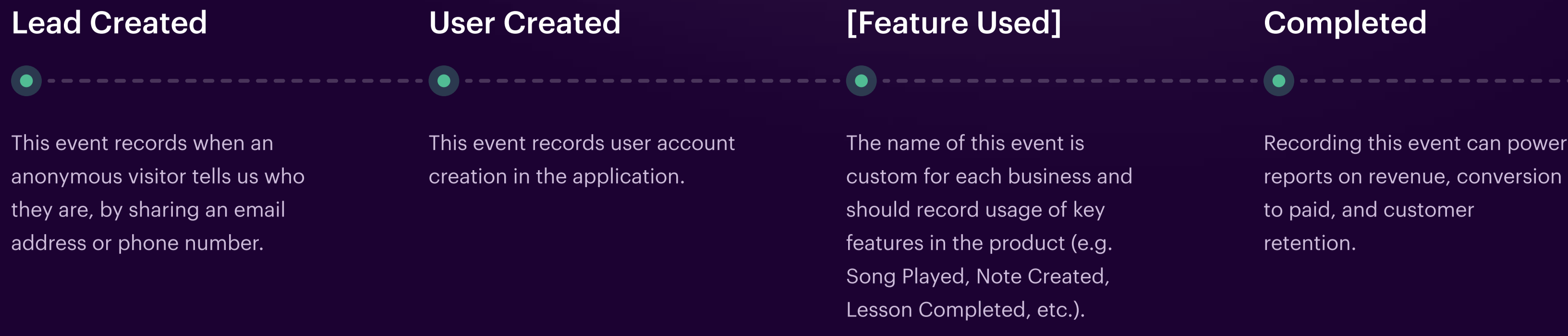


B2C Subscription Business

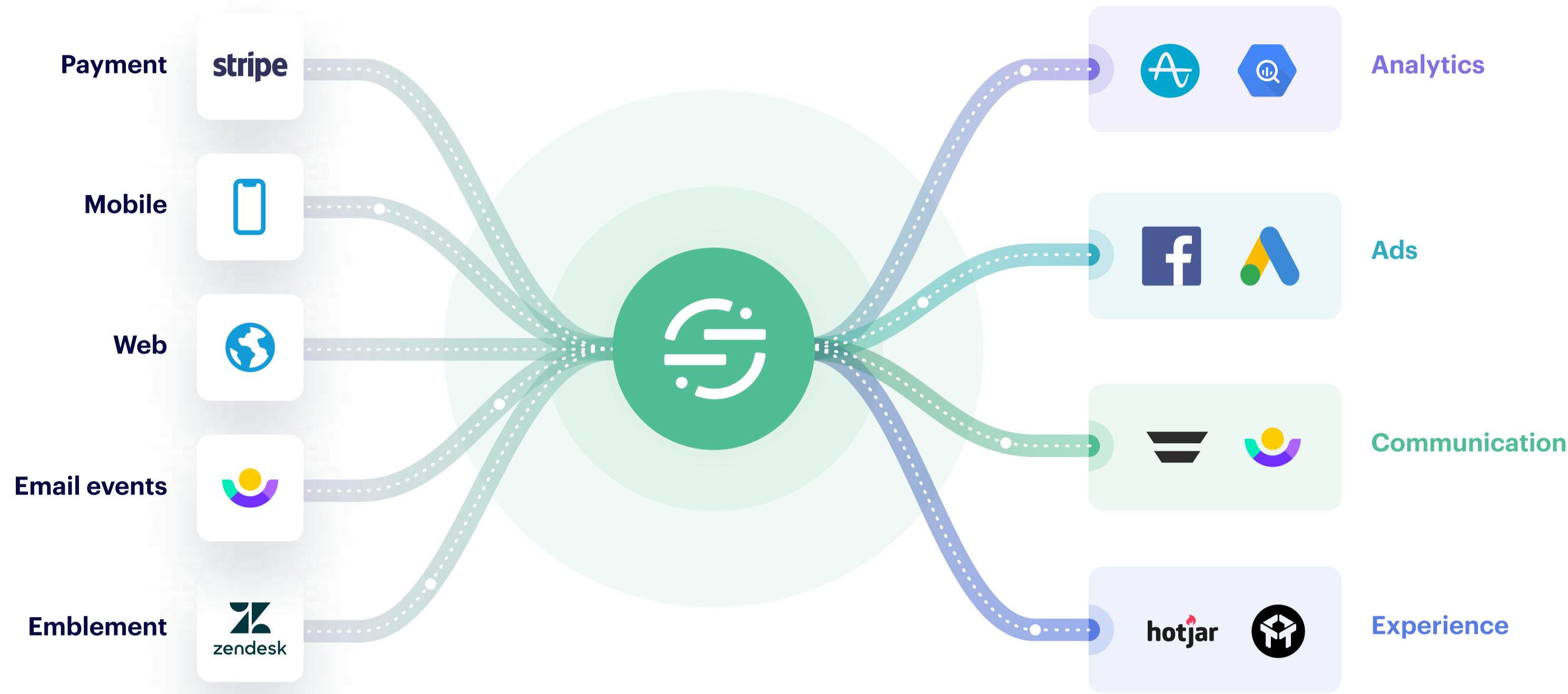
What to track and put in your stack

The Journey

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



Empowering every team with good data



Metrics we measure

Conversion

Visit to Signup 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 →](#)

Conversion

Trial to Subscription Conversion Rate

Combine the User Created event with Order 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 →](#)

Revenue

New and Total MRR

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

[Read more →](#)

Revenue

Monthly Revenue Churn

You can look at month-to-month revenue in various ways (churn, retention, etc.) and for some earlier stage companies, the overall usage retention might be more important than revenue retention. All these analyses can be done with the Order Completed event in a warehouse or a tool like Amplitude.

[Read more →](#)

Use cases

How we've seen most B2C 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

Power custom messaging

Push events and custom user traits through Segment into Autopilot and Drift to power custom messaging based on web activity.



Customer.io Email Journey

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.



Use Segment Javascript sources

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



Load ad spend

Load ad spend from Facebook and Google Ads into BigQuery via Segment and combine with web activity tracked by Segment to build a CAC model in Chartio.



Startup Program

Best in class startup stacks like this are now free to build and use through Segment's Startup Program credits and partner deals

Redeem your deals

See more Use Cases