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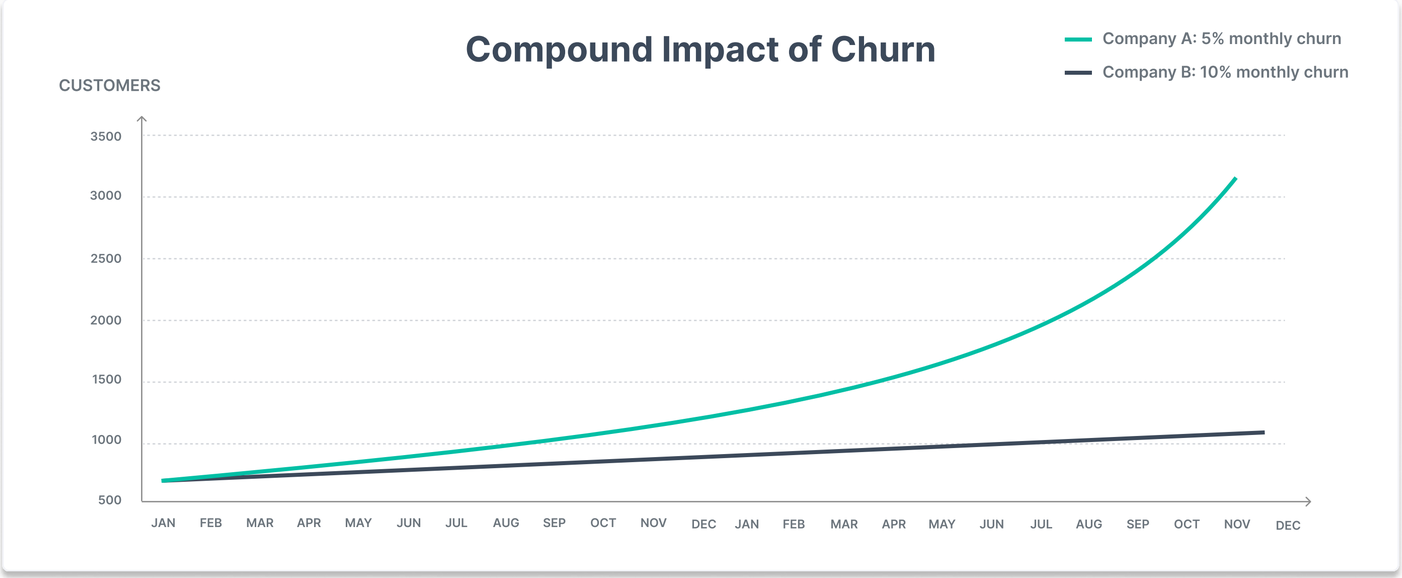
The solution for SaaS churn.

2023

Churn kills growth - it’s an expensive problem!

Even before Product-Market fit, lower churn makes an unbelievable difference.



If two companies acquire new customers at the same rate of 15%, Company A with a 5% churn rate will outgrow Company B with a 10% churn rate by **over 500%** in just two years.

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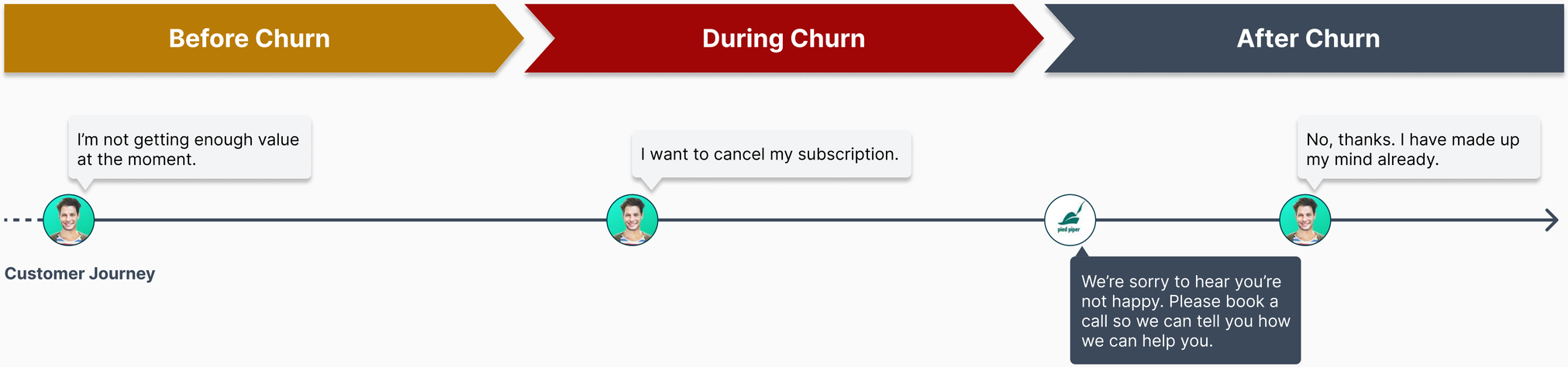
Reacting to churn is not enough to prevent it

30% of SaaS churn is preventable - just not *after* customers have canceled.



Most SaaS companies are leaking customers. They don't know which customers have a high churn risk and don't give them strong reasons to stay at the moment of churn.

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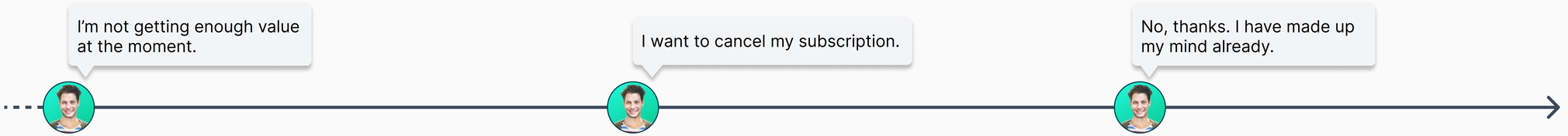
Customer Success struggles to reduce churn

Before Churn	During Churn	After Churn
• CSMs have to **manually spot check** individual accounts and guess churn risk.	• **In-house cancellation flows** steal developers from the product and CS team has little autonomy.	• Churn feedback is stored in a spreadsheet / database and **not readily accessible** to the CS team.
• Some **high-risk accounts end up not contacted**.	• **Offers made** after customers requested cancellation are ineffective at retaining users.	• CS doesn't know **what offers work best** to retain customers per segment and cancellation reason.



Customer Journey

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The Solution?
Reduce churn with Raaft.

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Fight churn across all customer life cycle stages

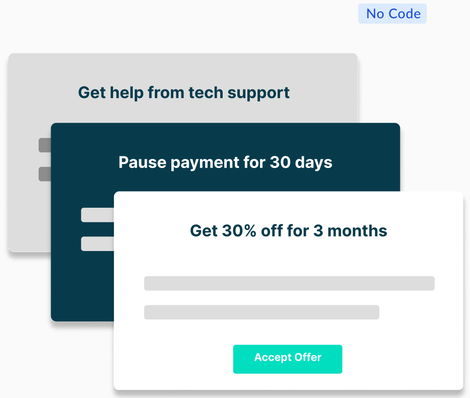
Before Churn → **During Churn** → **After Churn**

Customer Health Score

Account	Plan	Churn Risk
ACME Co.	Basic	Attempted Cancel
Matrix	Premium	Attempted Cancel
Google	Premium	Failed Payment

Identify accounts with highest churn risk.

Cancellation Flow



Make retention offers based on churn reason.

Churn Feedback

Understand churn patterns to build a better product.

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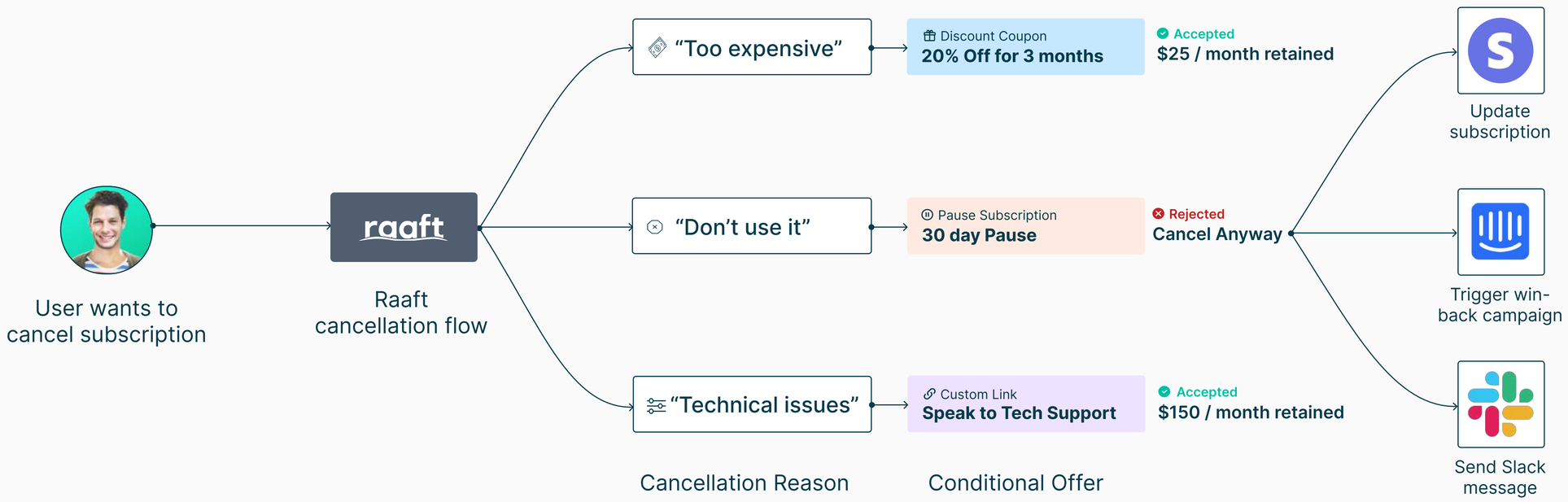
Cancellation flow that retains users on auto-pilot



Supported Payment Integrations

Stripe Braintree Recurly Manual Integration

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Measurable results and trackable ROI

Case Studies	Customer A	Customer B
Annual Fee ($)	$948	$948
Customers Saved (% Churned)	345 (19%)	117 (15%)
Revenue Saved [1]	$41 523	$19 731
ROI Generated	**44x**	**21x**

22%

Avg Customers Saved

7.2x

Avg Return on Investment

$ 300k +

Total Revenue Saved in 2023

[1] Revenue Saved is the revenue charged to clients after they start the cancellation process. These figures do not include revenue saved from increased attention to clients with high churn risk, so the real figure is likely higher.

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Client Results

trumpet

"Hassle-free churn tracking and prevention.
I love that after initial setup Raaft runs in the background automatically saving our customers from churn."

Russell Mitchell | Head of Customer Success @ Trumpet

★★★★★ G2 Read full review on G2

3 steps to reduce churn in 30 minutes

The highest ROI task you can do this year. Fast setup to start saving users on auto-pilot.

1 **Create an account** — 1 minute
Sign up for an account and view cancellation flows automatically created for you.

2 **Build Cancellation Flows** — ~10 minutes
Build flows with our no-code editor. Edit, preview and share them with your team.

3 **Embed Code** — ~20 minutes
Paste the code snippet on your app and you're live!

1-1 implementation with a retention expert

Miguel Marques

CEO @ Raaft

Book Setup Call

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Simple pricing. Clear and immediate ROI.

Basic

Free

The basics to keep track of churn and retain some customers.

Sign up for Basic Plan

- Custom Retention Offers
- Unlimited Cancellation Flows
- Churn Reporting
- Integration with Zapier
- Up to **50 sessions** per month

Most popular

Premium

$79 USD / Month

If you want to seriously reduce churn and get better product insights.

Sign up for Premium Plan

- Everything in **Basic**
- Integration with Stripe, Braintree, Recurly
- More types of offers
- Manual and Automatic cancellations
- Up to **100 sessions** per month

Enterprise

From $299 USD / Month

If you want a world-class cancellation flow custom made by experts.

Get in touch

- Everything in **Premium**
- Done-for-you cancel flows
- Dedicated Account Manager
- Integration with any payment processor
- **Unlimited sessions** per month

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Ready to reduce your churn? Start your free trial today!

Book Demo | Sign Up Free

★★★★★ G2 Read full review on G2

“Raaft helps us collect and analyze churned customer feedback. With this valuable insight, we can take actions to improve our retention and our growth rate.”

Luisa Salcedo | Head of Growth @ Porter Metrics

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