

Using the Monthly Recurring Revenue Report

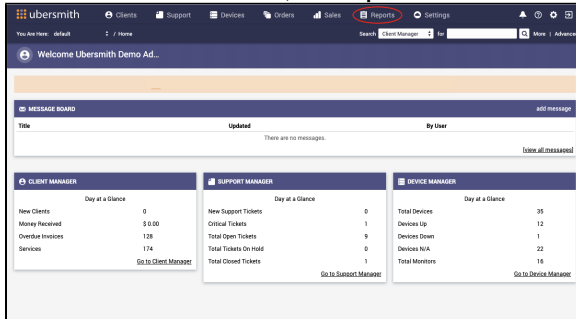
Monthly Recurring Revenue (MRR) is a measure of your predictable revenue stream. MRR is used to report performance across dissimilar subscriptions terms, to get a general idea of how your business is doing. MRR should not be treated as GAAP revenue.

This report lists and totals various monthly accrual-based service plan revenue for past, current, and future subscription growth. For example, an annual service of \$1,200/year would be expressed as \$100 /month for 12 months starting from the period start date.

The totals include any service discounts, as they can generally effect the expected long-term value of the service. The report does not include one-time fees, refunds, credits, coupons, or taxes.

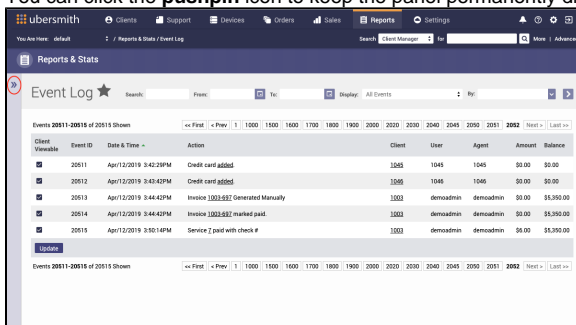
Accessing the Monthly Recurring Revenue Report

1. From the *Ubersmith Dashboard*, click **Reports**.

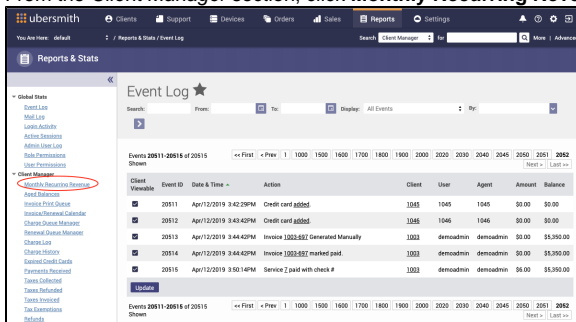


The *Reports & Stats* page appears.

2. On the *Reports & Stats* page, click the *Reports & Stats* panel **arrows** to toggle the panel on. You can click the **pushpin** icon to keep the panel permanently displayed.



3. From the *Client Manager* section, click **Monthly Recurring Revenue**.



The *Monthly Recurring Revenue* report appears.

Reading the Monthly Recurring Revenue Report

Once you access the *Monthly Recurring Revenue (MRR)* report, there are two ways to view your revenue, growth and total MRR.

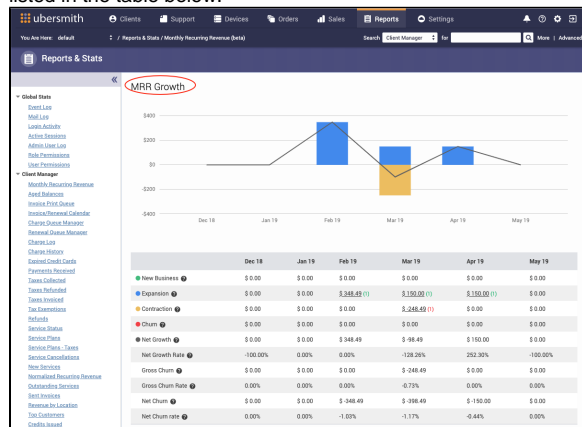
Reading MRR Growth

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The *MRR Growth* section contains details for your monthly MRR growth broken down with statistics, listed in the table below.

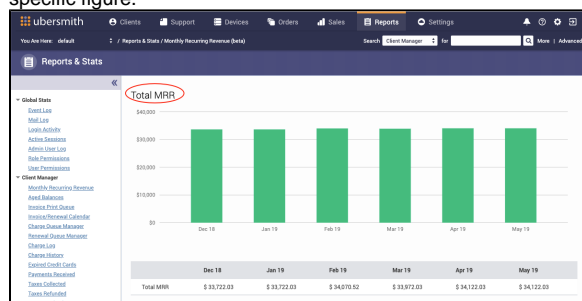


- A bar graph displays each period's volume and it's growth rate with respect to the previous period. Hovering over a bar displays monthly new business, expansion, contraction, churn and net growth breakdowns.
- A numeric table shows you the specific figures, with links to open popup windows that lists specific details about the total, such as clients, dollar amounts, what type of revenue, and dates.

| Statistic Name | Statistic Definition |
|------------------|--|
| New Business | New clients first month of accrued billable services. |
| Expansion | Existing clients with additional or increased service revenue from previous month. |
| Contraction | Existing clients with removed or decreased service revenue from previous month. |
| Churn | Clients who cancel services or the total value of their billable services drops to zero. |
| Net Growth | Change in net MRR (new business + expansion - contraction – churn) from previous month. |
| Net Growth Rate | Percentage change in net growth from previous month. |
| Gross Churn | Total loss of revenue (churn + contraction) for the month. |
| Gross Churn Rate | Percentage change in gross churn from previous month. |
| Net Churn | Total loss of revenue offset by expansion (gross churn – expansion) for the month. |
| Net Churn Rate | Percentage change in net churn from previous month. |

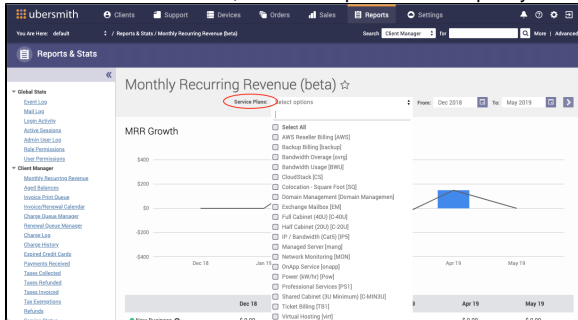
Reading Total MRR

The *Total MRR* section contains details for your monthly MRR totals. A bar graph shows your monthly totals visually, while a numeric table shows you the specific figure. Hovering over a bar also displays the specific figure.



Viewing Service Plan Revenue

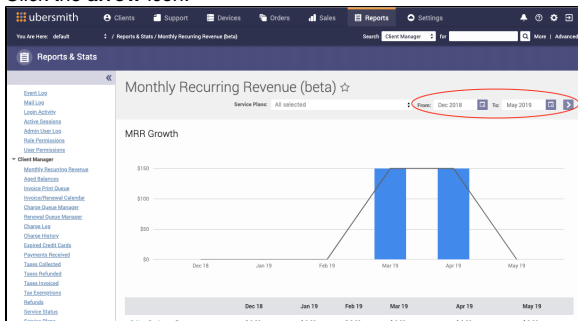
1. [Access the Monthly Recurring Revenue report.](#)
2. In the **Service Plans** field, select the specific service plan you want to see revenue for.



The *Monthly Recurring Revenue* report refreshes with that information.

Viewing Revenue for Specific Dates

1. [Access the Monthly Recurring Revenue report.](#)
2. In the **From** field, enter the beginning date of the date range you need.
3. In the **To** field, enter the ending date of the date range you need.
4. Click the **arrow** icon.



The report with revenue within your specified date range appears.

Related Topics

[Reports & Stats](#)