

# How Hootsuite prevented **\$997k revenue churn**

## Hootsuite's custom-built cancel flow left revenue churn too high

Hootsuite is a social media management platform that allows customers to manage all of their social accounts in one platform, as well as customer support and sales through social media. Their custom-built cancellation flow didn't allow for retention offers or deflections, resulting in a high churn rate. The Lifecycle Marketing team reached out to ProsperStack with the goal of saving or deflecting 5% of churnable revenue.

## Implementing ProsperStack's retention offers & deflections

ProsperStack allowed Hootsuite to move very quickly to test new messaging and keep cancellation flows up to date without any development help. Hootsuite was able to start segmenting customers by type and offer retention discounts to their highest value customers. They were also able to use deflections tailored to the specific reason each customer listed as their primary reason for wanting to cancel.

*Bonus points: they utilized ProsperStack's custom CSS features to brand their cancellation flow to look just like their website.*



**997k**

Rev churn prevented



**18.5k**

Customers retained



**9.7%**

Customer retention

## Nearly \$1M in revenue churn was prevented in one year with segmented cancellation flows

After partnering with ProsperStack for one year, Hootsuite beat their 5% revenue retention goal and prevented \$997k in revenue churn. ProsperStack has saved them countless hours of development time and allowed them to customize cancellation flows and retention offers for each of their customer segments.

Start **retaining more subscribers** with ProsperStack. Book a demo today.