

Monthly KPI Report

March 2026 — Pressa Inc.

Generated: March 31, 2026
Period: Mar 1 – Mar 31

MRR

\$142K

+12% vs prev

ACTIVE USERS

3,847

+8% vs prev

CHURN RATE

2.1%

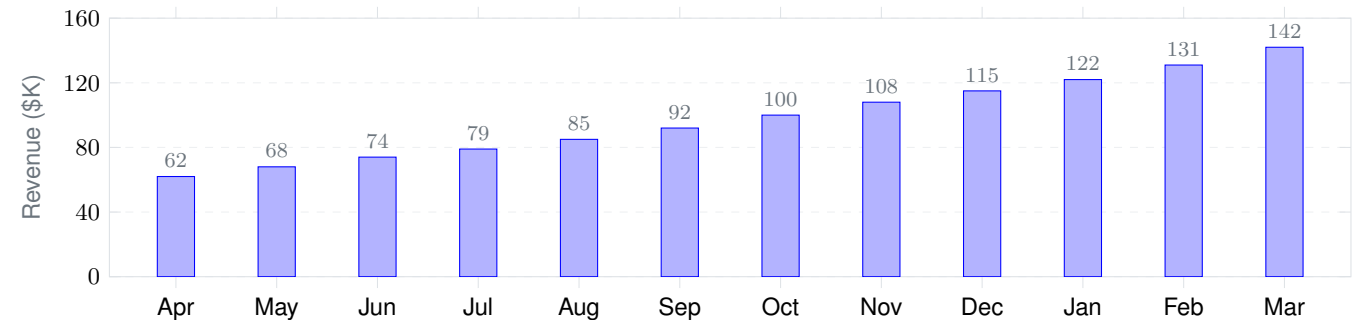
-0.3pp vs prev

NPS SCORE

72

+5pts vs prev

MRR Trend — Last 12 Months (\$K)



Performance Metrics

Metric	Current	Previous	Change
Average Revenue Per User (ARPU)	\$36.90	\$35.10	+5.1%
Customer Acquisition Cost (CAC)	\$185	\$210	-11.9%
Lifetime Value (LTV)	\$2,840	\$2,650	+7.2%
API Uptime	99.97%	99.94%	+0.03pp
Avg Response Time	142ms	156ms	-9.0%
Support Tickets	89	72	+23.6%