Constructing your **ChurnZero** Segments

Events

Run Report
Login
Add New User
Use Feature
Create Dashboard

2

Attributes

Customer Type
Account Owner
Next Renewal
Product Edition
Contract Value

1

3

4

Metrics

Active Contacts
License Utilization
Event Change (over time)
Support Tickets
Activities
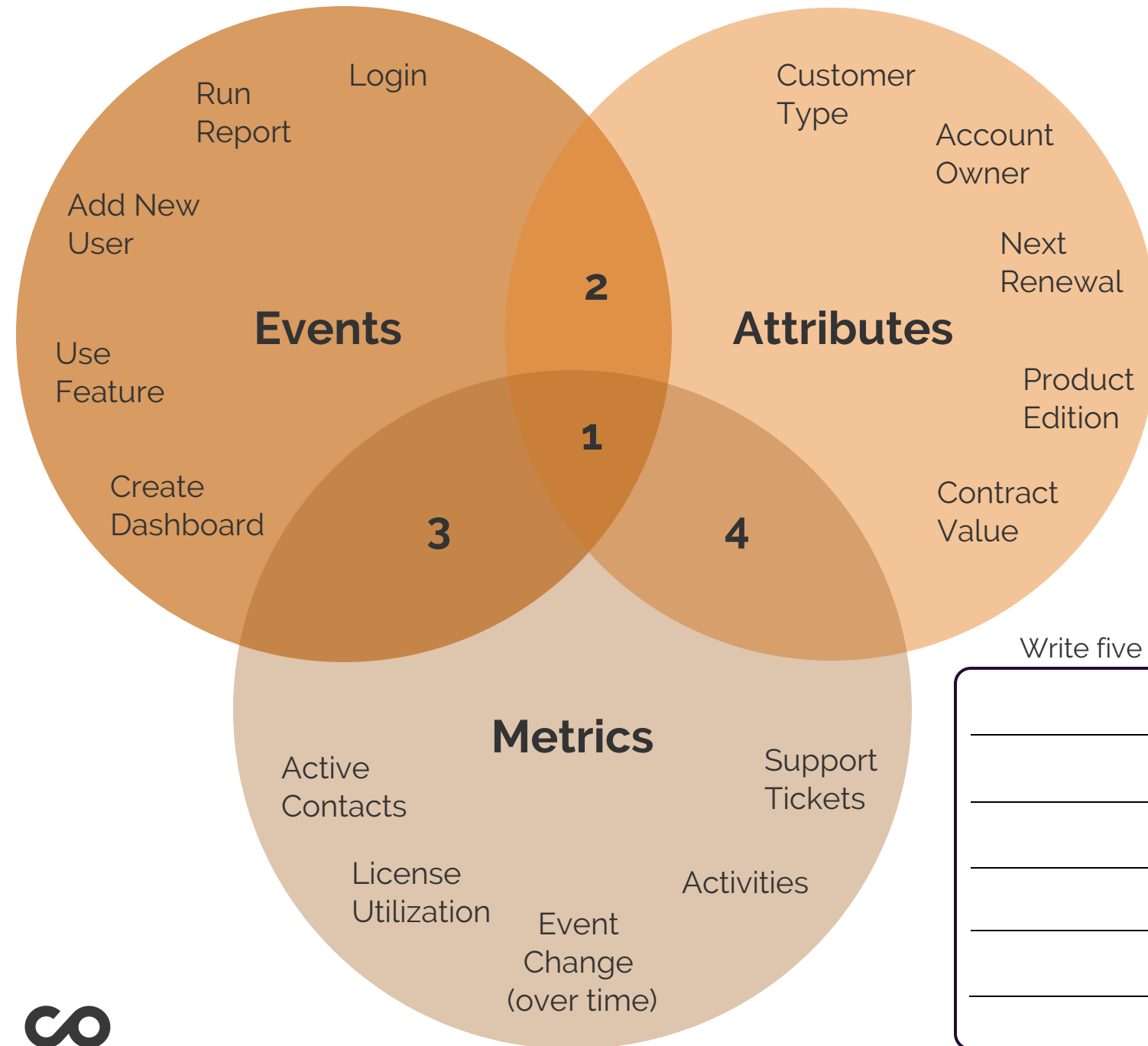
1. Enterprise customers that have more than 10 open support tickets and no logins

2. Gold edition clients who added a new user

3. Customers who are using feature A who have had more than 2 support tickets about feature A

4. Customers who have 50% license utilization that have an upcoming renewal

Write five segments that you want to track:

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