



Growth Strategies for B2B SaaS



Does your Subscription Engine Steer your SaaS Towards Growth?

2500+

businesses use
Chargebee

\$3bn+

revenue processed
on Chargebee

150+

countries where we
support recurring
payments

100+

total currencies in
which we support
billing

30+

integrations across
CRMs, accounting,
helpdesk tools

25+

payment gateways
supported out of
the box

Six Ways to Supercharge Revenue Growth for B2B SaaS



01 **Experiment with Pricing**



02 **Reduce Customer Churn**



03 **Expand Revenue from Existing Customers**



04 **Go after New Types of Customers**



05 **Scale Across New Geographies**



06 **Drive Decisions with Revenue Insights**

01 Experiment with Pricing

Help your customers get greater value for their subscription dollars and unlock the next phase of your growth with the right pricing.



Experiment with Pricing Models

Switch between flat-fee, usage-based or hybrid pricing to see what works best for your customers. Roll out new subscription plans rapidly, A/B test and optimise to see a tangible impact on your growth.

Manage Trial Access

Offer a free trial to allow users to go hands-on with the product. Configure your subscription management system to allow for one-click trial extensions. Even better, offer a freemium plan and see your prospects turn into your brand advocates.

Customise Pricing Options

Give your sales team the ability to override prices, and charge customers differently. And when your pricing changes, grandfather your existing customers to avoid rude billing shocks!

GetAccept **grew their revenue 4x in 12 months** by experimenting with their pricing structure.

02 Reduce Customer Churn

Maximise retention — prevent payment failures and pre-empt scenarios in which customers might want to cancel their subscriptions.



Do Smarter Revenue Recovery

Minimize revenue churn with a wider choice of payment methods and automated payment reminders. Use Smart Dunning to minimize gateways costs, and recover 80% more revenue than you would with manual dunning.

Provide Flexible Billing Options

Gain the control to bill customers on specific dates, regardless of when they sign up. Offer payment options like advance invoices and custom payment terms that give customers greater flexibility to make payments.

Give Alternatives to Cancellation

Allow users to pause subscriptions temporarily, and 'resume' when they're ready to start using your product again. And for customers who canceled but want to return, you can just 'reactivate' their subscriptions instead of starting from scratch.

ZenChef **recovered 60% of unpaid accounts** through Smart Dunning.

03 Expand Revenue from Existing Customers

Identify and tap into the revenue potential from current customers to accelerate growth.



Capture Up-sell Opportunities

When you introduce new products/features, offer them as recurring add-ons to your existing customers. Create non-recurring addons for one-time purchases.

Use Product Bundles to Cross-sell

Make an offer your customers can't refuse with bundles. Define associations between plans and addons and set aggressive bundle prices. Generate sales quotes that automatically include add-ons when you select a particular plan.

WhiteBoard **increased their MRR by 35%** and reduced churn by 100% by using Smart Dunning to standardize their payment recovery process.

04 Go After New Types of Customers

Your subscription management system should help you easily scale across new customer segments.



Go Upstream

Support a sales-driven workflow through your revenue management to go after the high ARPU enterprise customers. Give your sales team the ability to manage quote-to-cash from within their Salesforce account. Manage contract terms, account hierarchy and even support payment methods like Direct Debit for customers with larger transactions.

Go Downstream

Shore up revenue by widening your fishing net. A selfserve subscription management portal, billing automation, a greater choice of payment methods, one-click reconciliation, wider integrations with payment gateways to support local currencies – these are a few things that will help you easily win and manage a huge number of low ARPU customers.

A Cloud Guru **grew faster** by opening up a self-serve portal through Chargebee: ‘Even if a customer didn’t talk to a salesperson, they could go online and buy a subscription. We automated a big part of the process’.

05 Scale Across New Geographies

Serving customers of a new market requires you to navigate a maze of rules and regulations.



Charge Customers in Local Currencies

Your billing system should act as your local financial representative in a new country. Create dedicated plans for different currencies, and automate exchange rates to aid in easier expansion. Don't force your global customers to pay in one currency!

Deliver Localised Subscription Experiences

Localise your content comprehensively: translate the text, customize the date and format currency. With support for six languages, you can speak the language of your customers across your checkout pages, invoices, credit notes, customer portal, and email notifications.

Ensure Compliance with Tax Laws

Stay up-to-date with changing regulations and tax rules across the USA, EU (even Australia) to accurately calculate tax liabilities. Automate tax-based workflows for your SaaS: when to charge, calculating tax amounts, sending tax-compliant invoices, filing taxes and tax reporting.

Harvestr **grew their MRR by 15%** by using Chargebee's EU VAT automation and multicurrency support to scale across Europe.

06 Drive Growth Decisions with Revenue Insights

Subscription analytics is a goldmine of insights about your customers and your business.



Create a Single Source of Truth

Finance, sales, success, and marketing - each revenue function needs a different perspective about the same underlying metric. Set up persona-specific dashboards on top of real-time revenue and subscription analytics.

Identify and Plug Leakages

Dive deep into analytics to diagnose problems across your revenue cycle. Track drop-offs from your checkout page to improve conversions; Monitor recovery of potentially lost revenue to optimize your dunning strategy. Analyze churn by cohorts across plans, geographies or even sales reps.

RiseVision **saved 50% of the time** they spent on creating revenue reports thanks to the pre-built dashboards on Revenue Story.

Supercharge your Revenue Growth with Chargebee

Schedule a demo

Top SaaS Companies Trust Chargebee to Manage their Subscription Billing



With Chargebee's subscription billing platform you deliver enterprise-class security and compliance to your customers through every interaction.

EU-GDPR Compliant



SOC-1 & SOC-2 Compliant