FREE FRAMEWORK FOR SAAS FOUNDERS

The Churn Exit Intelligence Framework

Turn cancellation data into your sharpest marketing research tool

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Most SaaS founders treat churn as a retention problem: notice the cancellation, send a win-back email, move on. Churn is a marketing problem as much as a product one. The pattern of who leaves and why is a direct signal that your acquisition engine is off. This framework is how you read that signal.

Q1 · Which segments churn fastest?

Group churned users by plan type, company size, acquisition channel, and use case. Short average tenure in a cluster means your targeting is too broad or aimed at the wrong audience.

SEGMENT	AVG. TENURE	VOLUME	PATTERN YOU SEE

Q2 · Where did the churned users come from?

Trace churned users back to their acquisition source. A channel that generates sign-ups who leave within 30 days is creating a mismatch between expectation and reality, usually in the keyword targeting or the ad copy.

CHANNEL	SIGN-UPS	CHURNED < 30 DAYS	VERDICT
Paid search			
Organic / content			
Referral			
Social			

Q3 · What content did they engage with before signing up?

Compare retention rates of users by the content that influenced their sign-up. A user who arrived through an article about the specific problem you solve retains better than one who arrived through a generic comparison post. Content that consistently produces high-churn sign-ups is creating the wrong first impression.

CONTENT PIECE	SIGN-UPS INFLUENCED	90-DAY RETENTION	KEEP / REWRITE / RETIRE

Q4 · What did the sign-up conversation look like?

For self-serve products, onboarding is the sales conversation. Churned users who skipped key onboarding steps point to an activation gap. Users who expressed hesitation about pricing or fit and converted anyway are your highest churn risks; a Day 5-7 check-in email exists to surface them before they become silent cancellations.

The monthly churn review (run a review, never just a report)

30 minutes, once a month:

1. Pull the month's cancellations and fill the four tables (15 min)
2. Answer in one sentence each: which segment, which channel, which content, which conversation pattern (10 min)
3. Make one decision (5 min). The goal of this practice is to generate decisions, never more data.

Typical decisions this produces

- Tighten homepage messaging to close the door on the wrong segment
- Pause or re-target the channel bringing 30-day churners
- Rewrite or retire the content piece creating false expectations
- Add a qualifying question to sign-up or the check-in email

Want a second pair of eyes on the pattern?

The SaaS Growth Audit connects your acquisition, activation, and churn data into one prioritised action plan, delivered in 5 business days. $500 flat rate.

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