Driving Efficient Growth in 2024

How do we grow when 'Money is not free'

Brian Clark
President - GTM, Chargebee

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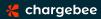Growth at All Costs

Years of Efficiency

Efficient Growth

←2019-2021   2022-2023   2024→

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2019–21
Growth at all costs

Lessons from the *good* ol' days

Tech Stack

Organic

Inorganic

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2022–23
Years of efficiency

Prioritize Existing Customers

Getting your house in order

Interoperability

Prioritize ICP's

"Cut, but don't ruin the business"

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2024

Top Investments

AI Technology	1	
FinOps Automation	2	
BI Services	3	
Subscription Billing	4	
Marketing Automation	5	
CRM	6	

Business Priorities

1. Customer Retention
2. Customer Experience
3. Expanding Customers
4. Customer Acquisition
5. AI
6. Online Automation

From 2024 State of Subscriptions and Revenue Growth Report, based on survey of **318 subscriptions leaders**

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2024: Efficient Growth

Acquire

- Unlock revenue growth by creatively testing pricing & discounts
- Innovate on GTM channels and motions in lockstep with product
- Expand internationally
- Build or buy new products

Retain

- Prevent churn
- Save customer cancellations
- Recovery of lost or failed payment
- Predictive engagement

Scale Financial Operations

- Efficiency and metrics-focused
- Diligence readiness (Automated RevRec, IPO, Strategic)
- Automation

Interoperability

- AI & future-proof the fintech stack
- Personalize engagement & messaging
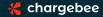- Support integrated workflows - from quote to cash, first engage to renewal

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Navigating Efficient Growth in 2024 and Beyond with Chargebee

Revenue Growth Management

Acquire Customers

Retain and Grow Revenue

Scale Financial Operations

Integrate with Critical Systems

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And today joining us are two big Beelievers of Chargebee

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