**Chargebee Dunning Insights**

How many payment retry attempts does it take for a transaction to be successful?

**What is dunning?** Online credit card payments aren't always successful in the very first attempt. Dunning is the process of attempting to charge a card multiple times, to recover lost revenue due to failed payments.

**Chargebee’s customer data indicates that:**

5.95% of total transactions fail on the first attempt.

Payments can fail due to factors like a credit card expiring or exceeding its credit limit, gateway outage, or even other documented reasons. Dunning helps prevent customer churn that results from such failures, by recovering revenue that would have otherwise been lost.

**1 in 4 transactions that go through Dunning are recovered.**

**Out of which...**

1/2 of transactions are recovered in the first payment retry attempt.

1/3 of transactions are recovered in the second payment retry attempt.

1/5 of transactions are recovered in the third payment retry attempt.

7.6% of total revenue goes through dunning.

**Out of every $1,000 that goes through Dunning, $257 is recovered.**

- $125 recovered in the first attempt
- $84 recovered in the second attempt
- $48 recovered in the third attempt

*This data is based on a sample of 36 million transactions from merchants across 64 countries, and customers across 19 countries worldwide. Copyright Chargebee 2016.*

chargebee.com/payments/dunning