MANAGEMENT REPORT · Q2 2026

Revenue review

Where growth held, where it softened, and the decisions that matter for Q3.

NET REVENUE	NET RETENTION	ENTERPRISE MIX	FORECAST VARIANCE
$8.42m	**111%**	**47%**	**-2.3%**
+18.4% QoQ	+3 pts	+6 pts	inside tolerance

EXECUTIVE READ

Revenue grew on enterprise expansion while self-serve acquisition softened. The quarter closed close to plan, but onboarding capacity is now the constraint most likely to slow the next leg of growth.

01

Expansion carried the quarter

Existing enterprise accounts contributed 61% of net-new revenue; the top five expansions were distributed across three sectors.

02

Activation needs attention

Self-serve activation fell from 42% to 38%. The decline is concentrated in teams importing more than 50,000 records.

03

Protect the onboarding lane

Implementation lead time moved from 9 to 13 business days as two enterprise cohorts overlapped.

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Evidence, decisions, and a usable handoff

The complete file keeps the working structure editable and the review points visible.

SEGMENT	Q1 REVENUE	Q2 REVENUE	QOQ	SIGNAL
Enterprise	$3.45m	$4.12m	+19.4%	Expansion-led
Mid-market	$2.20m	$2.54m	+15.5%	Healthy
Self-serve	$1.46m	$1.39m	-4.8%	Activation risk
Services	$0.00m	$0.37m	New	Implementation

DECISION / NEXT REVIEW

Approve two temporary implementation specialists for Q3 and keep acquisition spend flat until activation returns above 41%.

QUALITY NOTE

Illustrative sample · fictional company and data. Values, names, and links in this sample must not be treated as production facts.