

Q2 2026 Growth Report

Customer acquisition, retention, and revenue performance

GROWTH TEAM • JULY 5, 2026

MRR \$48.2k +12.4%	NEW CUSTOMERS 312 +8.1%	CHURN 2.1% -0.4 pts	NPS 61 +5
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Executive summary

Q2 delivered our strongest quarter to date. Monthly recurring revenue grew 12.4% quarter-over-quarter, driven primarily by the new Scale tier and improved onboarding conversion. Churn continued its downward trend for the third consecutive quarter.

What worked

- **Template gallery launch** — 34% of new signups now start from a template.
- **Usage-based upsells** — automated quota emails converted 9% of free users.
- **Docs overhaul** — support tickets per customer fell by half.

Focus for Q3

Ship the async rendering queue, launch the affiliate program, and expand the template gallery to 20 designs. Headcount stays flat; infrastructure spend is expected to rise ~\$40/mo with volume.