











2026 Benchmark Report

Nordic B2B Software Growth



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Gustav Lagercrantz
CEO, Monterro

A year of strategic re-acceleration

This year marks the fifth edition of our Nordic B2B Software Benchmark Report. Over these years, we have seen the market move from rapid expansion to correction, and now into a new phase: disciplined, focused growth.

In 2025, companies are growing slower but running healthier businesses.

What is striking is not 2025 - it's 2026.

Growth sentiment is now at its highest level since we started this benchmark. 64% of companies expect accelerating growth in 2026. After two years of recalibration, founders are ready to push again, this time on a stronger foundation.

The most structural shift is AI.

60% of Nordic software companies have now moved beyond experimentation into implementation or full integration. Internally, AI is already delivering productivity gains. But the real gap is commercial: only a few are substantially monetizing AI. Those who do are growing faster and show stronger customer retention. For them, AI is no longer a side project, it is becoming a core lever for product differentiation, pricing power, and expansion.

At the same time, the nature of challenges is changing.

Sales execution is less of a bottleneck than before. A new pressure point is differentiation. As competition intensifies and AI lowers barriers to entry, the key question is no longer "Do we sell efficiently?" but "Why us?".

The companies that win don't just execute well, they also:

- Monetize AI, not just implement it
- Sharpen positioning as competition increases
- Turn customer success into a growth engine
- Use pricing as a strategic tool, not an afterthought

The opportunity ahead is real, but the next cycle will reward clarity and discipline, not just ambition.

The 2026 benchmark report

Nordic software companies are adapting to a new phase of growth

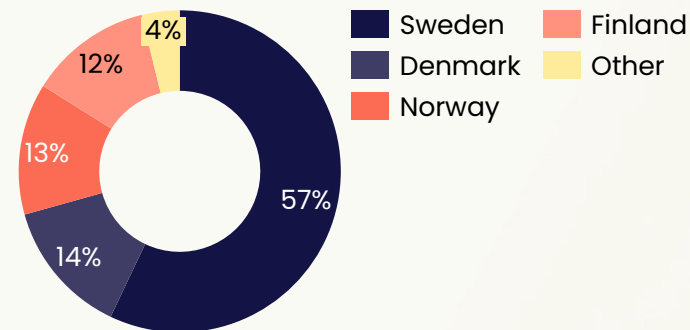
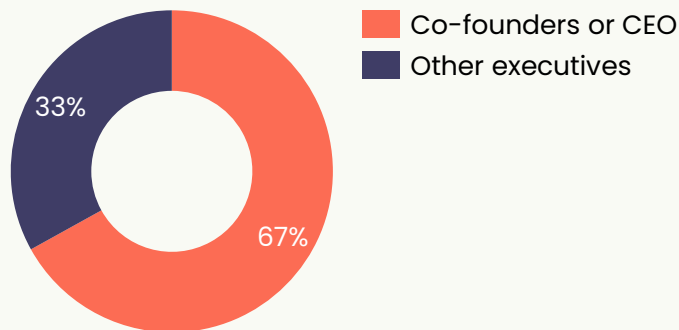
Monterro is pleased to present its fifth consecutive Nordic B2B Software Benchmark Report, continuing to track the evolution of the Nordic B2B SaaS market.

For the fifth year in a row, we analyze how software companies across the Nordics are navigating growth, profitability, and structural shifts in the market. By asking many of the same core questions year over year, we can identify not only where the market stands today, but how it is changing over time.

This year, we take a deeper dive into AI, following its rapid adoption and examining both the opportunities it creates and the strategic risks that accompany it. The findings highlight a market in transition, where growth dynamics, competitive positioning, and monetization models are evolving in parallel.

Survey respondents

Founders and executives from over 230 Nordic B2B software companies shared insights into their challenges, KPIs, priorities, and outlook. Together, these companies generate roughly €1.7 billion in annual revenue and employ approximately 12,000 people.



Executive summary – KPI benchmarks

Average	2023	2024	2025
Revenue growth	35%	32%	25%
EBIT margin	-1%	0%	4%
Rule of 40	33%	31%	28%
CAC-payback, months	14.5	14.6	14.0
NPS	46	47	42
Share international revenue	34%	36%	37%
Churn	4.9%	5.6%	5.5%
Net Revenue Retention	106.2%	105.3%	104.4%
Price increase	6.8%	6.8%	5.9%
Revenue per FTE ¹⁾ € k	180	160	150

Growth moderated in 2025, with average revenue growth declining from 32% to 25%, marking a clear slowdown across the market.

At the same time, profitability improved, with EBIT margins increasing from 0% to 4%, reflecting a continued shift toward financial discipline and operational efficiency.

Net Revenue Retention declined further to 104.4%, driven by softer expansion and lower price increases, while churn remained stable at 5.5%. Customer satisfaction weakened, with NPS falling to 42, indicating increasing competitive pressure despite stable retention levels.

CAC-payback improved slightly to 14.0 months, suggesting more disciplined customer acquisition, even as overall growth slowed.

On the operational side, revenue per FTE declined slightly from €160k to €150k, signalling renewed hiring ahead of expected growth, while pricing increases moderated to 5.9%.

Overall, the 2025 benchmarks reflect a market transitioning from growth correction toward profitability and recalibration, as companies balance efficiency, competitiveness, and renewed expansion ambitions.

Key findings from the report

This year's benchmark highlights five key strategic shifts shaping the Nordic B2B SaaS market, alongside an additional operational deep dive into employees and productivity performance.

1

Growth is slowing, but all-time high confidence going in to 2026

2

AI is becoming the new growth engine, but the monetization gap remains

3

Strategic challenges are becoming a key pressure point

4

Customer satisfaction and net retention down, but AI adopters are winning the battle

5

Changes in the pricing landscape where usage and feature-based pricing is on the rise

+

Operational deep-dive: Employee and productivity metrics

Finding 1

Growth is slowing, but all-time high confidence going in to 2026

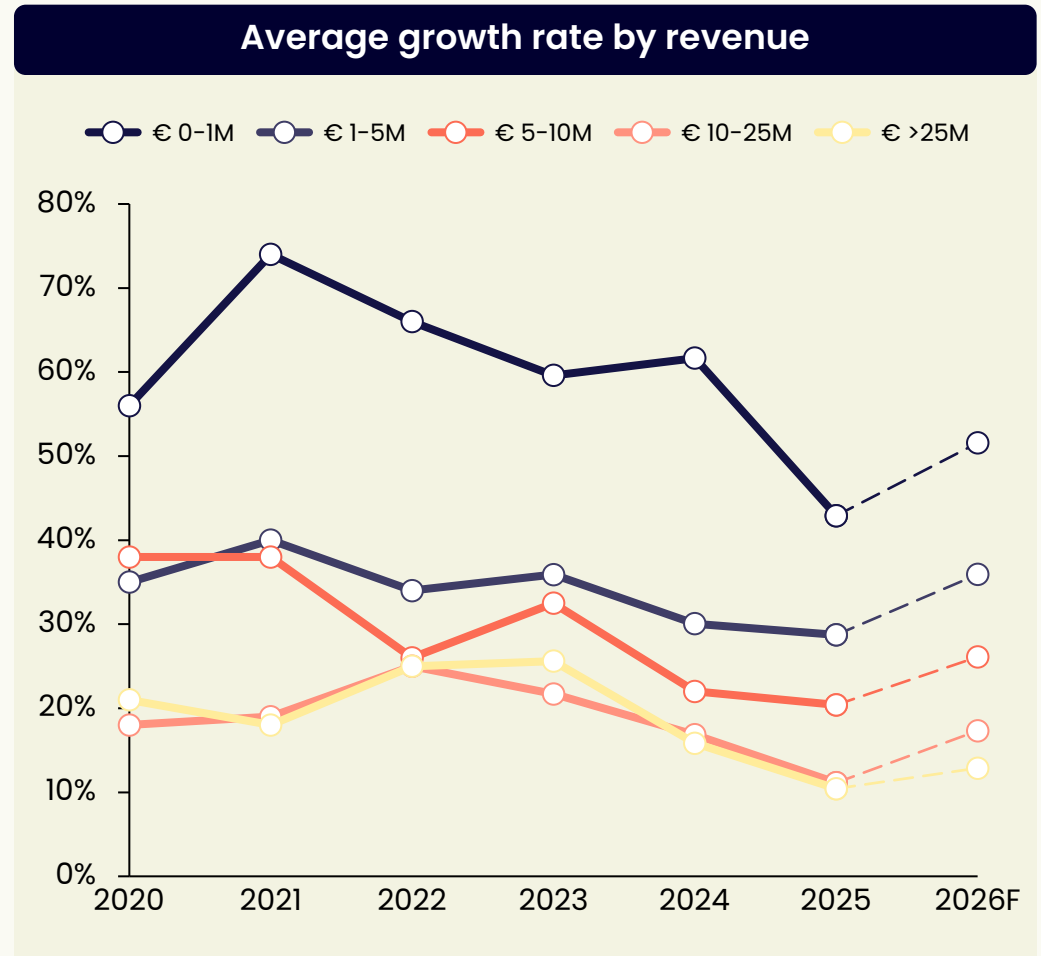
Growth slowed in 2025, but forecasts indicate re-acceleration in 2026

Slowdown was broad-based in 2025, with the sharpest decline among the smallest companies

Average growth across revenue segments declined from 31.6% in 2024 to 25.1% in 2025, reflecting a broad-based slowdown.

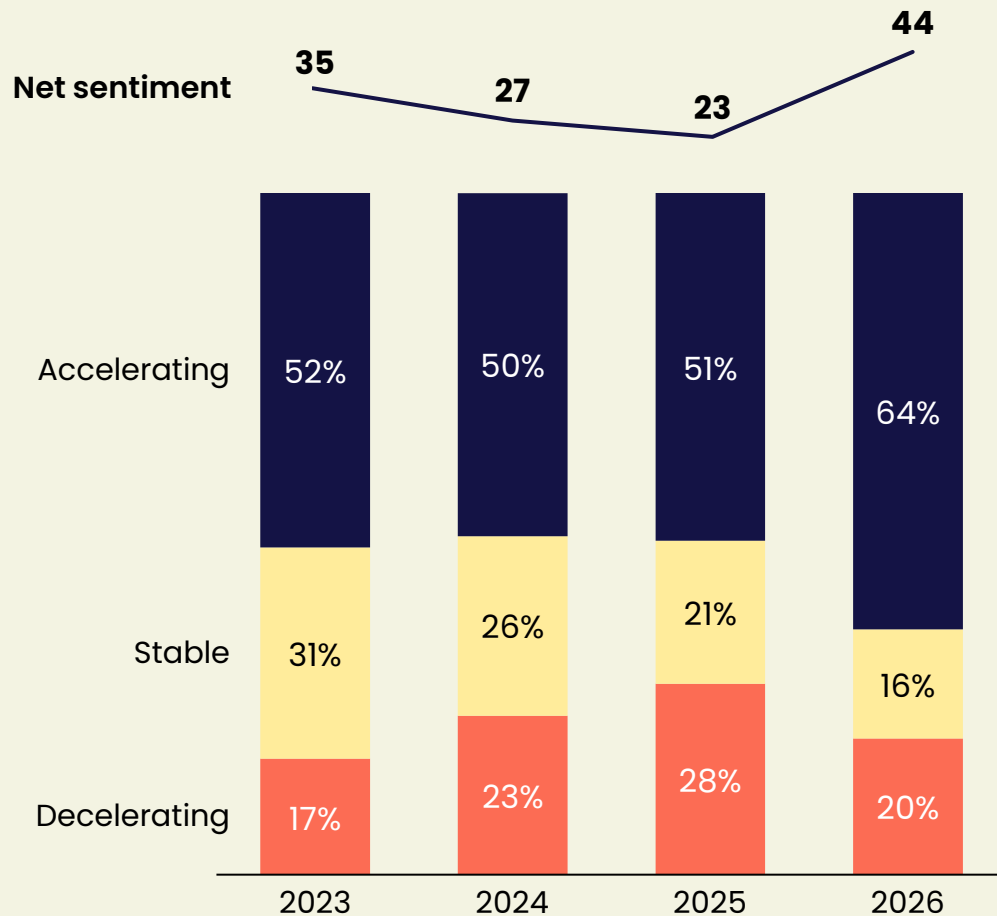
The decline was most pronounced in the €0–1M revenue segment, where growth dropped materially year-on-year and weighed heavily on the overall average. In contrast, the €1–5M segment remained relatively stable, while mid-sized and larger companies saw moderate slowdowns.

Looking ahead, forecasts indicate a broad-based re-acceleration in 2026, with particularly strong rebounds expected among smaller companies and solid improvements across the remaining segments.



Growth sentiment for 2026 is at an all-time high

Net growth sentiment¹⁾, 2023–2026



After two years of recalibration, optimism returns across the Nordic SaaS market

Net growth sentiment heading into 2026 is at its highest level since the benchmark began.

64% of companies expect accelerating growth, while only 20% anticipate deceleration, resulting in a net sentiment of +44, nearly double last year's level.

The rebound is broad-based, but particularly strong among mid-sized companies. Firms in the €10–25M range report a net sentiment of +64, up sharply from +22 last year, while the €1–5M segment improved from +30 to +48. Larger companies (€25M+) remain consistently optimistic at +41, whereas early-stage firms show a more moderate recovery.

Compared to 2025, fewer companies expect deceleration and fewer remain neutral, indicating a clearer directional conviction across the market. After two years of recalibration, Nordic B2B software companies are entering 2026 with renewed growth confidence across most revenue segments.

% believing in accelerated growth rate

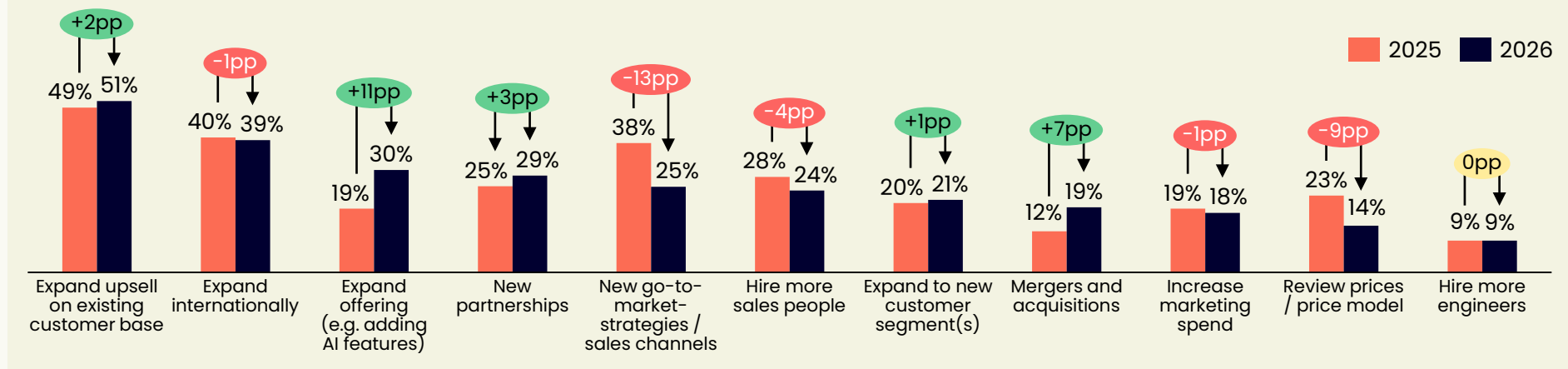
% believing in decelerated growth rate

Net growth sentiment

Note: 1) Net growth sentiment calculated based on share of companies believing in an accelerating growth rate - % of companies believing in a decelerating growth rate 2026 vs 2025

Upsell remains the dominant growth lever, but product expansion is up 11% pts. compared to the 2024 results

Growth agenda 2026¹⁾



Clear shift toward product depth and strategic expansion in 2026

Expanding upsell to the existing customer base remains the top growth priority for 2026, with 51% ranking it among their top three initiatives. It has consistently been the most important growth lever over the past five years, underlining the continued focus on driving more value from existing customers.

At the same time, expanding the offering gains clear momentum, now highlighted by 30% of respondents.

As more companies reach later stages in their AI journey, broadening the product suite, including AI-enabled functionality, is increasingly seen as a natural path to growth. M&A also moves up the agenda, signalling renewed interest in accelerating expansion through acquisitions.

In contrast, fewer companies prioritize new go-to-market strategies, hiring salespeople, or revisiting pricing. International expansion and marketing investments remain important, while hiring engineers continues to rank lowest.

→ Thinking about accelerating growth through acquisitions? Read our practical guide to B2B SaaS M&A at monterro.com.

Note: 1) Select up to three choices

Median Rule of 40 declined in 2025 as growth slowed down

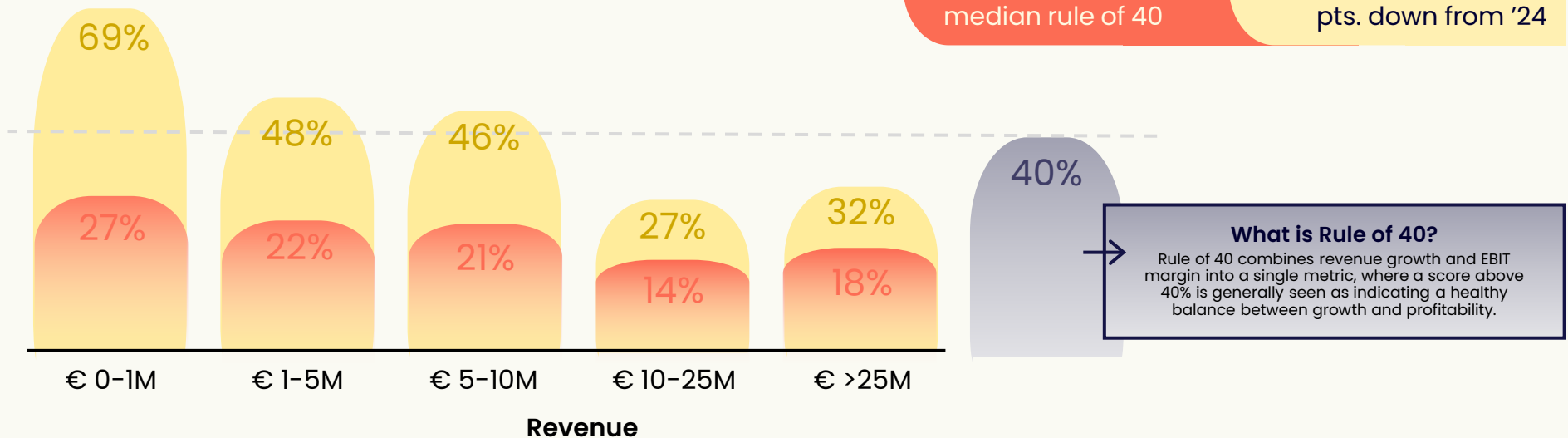
The decline is primarily growth-driven, while EBIT margins remain broadly stable

Rule of 40 has trended downward over the past three years across most revenue segments, reaching a median of 22% in 2025.

The compression is largely driven by slower revenue growth rather than margin deterioration. EBIT margins have remained broadly stable and have even improved among smaller companies (€0–5M), indicating that the decline reflects cyclical growth normalization rather than weakening business fundamentals.

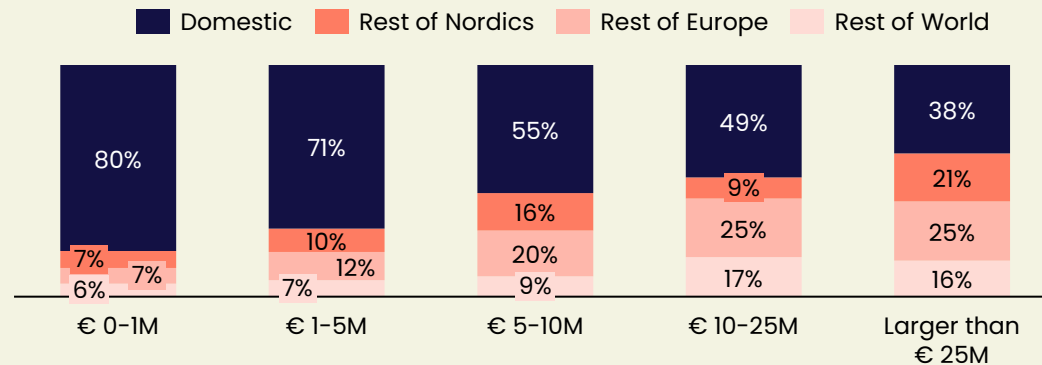
Rule of 40, by company size

Median Top quartile



International expansions pay off, but timing is everything

Average % of revenue from different regions, by company size

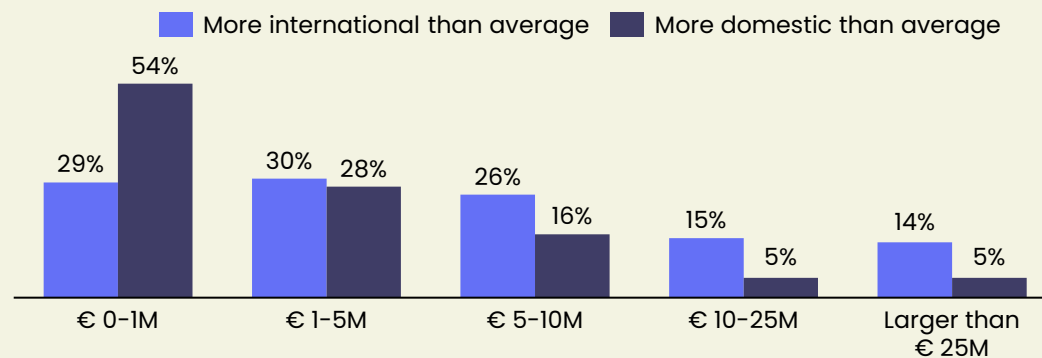


From €5M and above, internationally focused companies outgrow more domestic peers

Nordic B2B software companies follow similar internationalisation paths as they scale. At €0-1M, the domestic market accounts for 80% of revenue, as founders are proving the model at home. By €5-10M, that share drops to 55% as European expansion accelerates, making this the clearest inflection point in the data. At €10M+, companies have built truly diversified revenue bases, and meaningful Rest of World exposure begins to appear. The "near-market first" playbook remains the dominant strategy, even if some companies leapfrog it and go beyond the Nordics early.

The growth data adds an important nuance: among the smallest companies, those with a more domestic revenue mix grow nearly twice as fast as their international-focused peers. But this pattern reverses at scale, from €5M and above, internationally focused companies consistently outgrow their more domestic counterparts. This suggests that internationalisation is a powerful growth lever, but if you go too early it can hurt your growth.

Average growth rate, by company size and share of domestic revenue

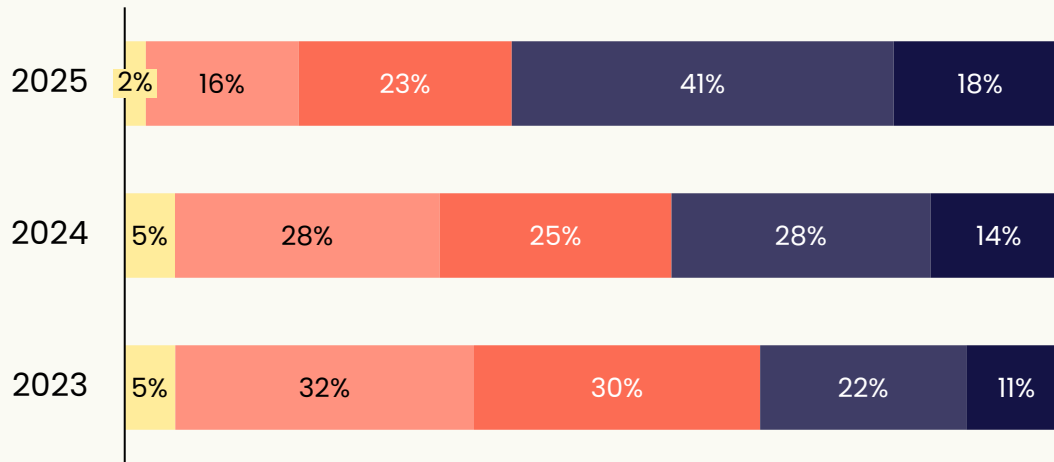
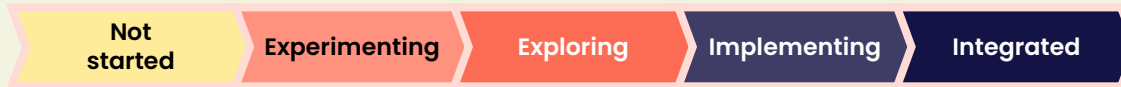


Finding 2

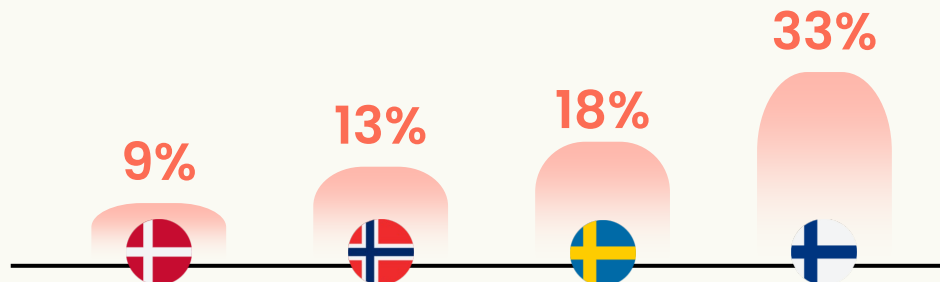
AI is becoming the new growth engine, but the monetization gap remains

More companies are implementing and integrating AI into their business

The different stages of the AI integration journey



% of companies with fully integrated AI



The Nordics are moving from experimentation to execution, with Finland in the lead

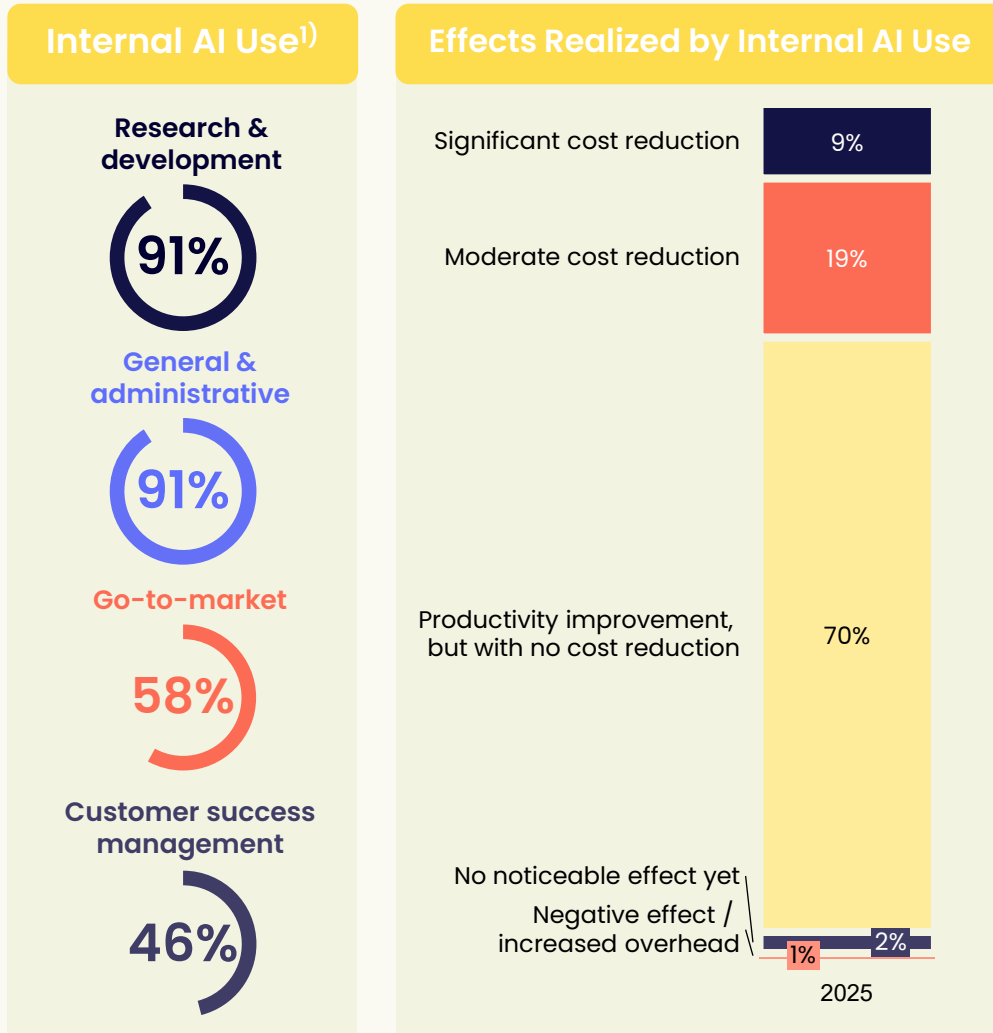
AI adoption continues to accelerate. In 2025, 60% of companies report that they have reached either the implementation or integration stage, up from 42% in 2024 and 33% in 2023. Only 2% now say they have not started their AI journey.

The share of companies in the exploring and experimenting phases continues to decline, signalling that AI is moving from pilot initiatives to operational deployment and embedded use.

Finland stands out as the most advanced market, with the highest share of fully integrated companies. Sweden shows steady progress, Denmark is more polarized with 48% of implementing companies, and Norway sits close to the regional average.

Overall, AI is no longer a future ambition. For most companies, it is becoming part of how the business runs and evolves.

Internal AI use is widespread, but cost impact remains limited



R&D and administrative use leads internal AI adoption, and while 97% report positive effects, most gains are productivity-driven rather than cost-saving

Over the past two years, the share of companies that have implemented or integrated AI in their internal processes has doubled from 33% to 65%, marking a clear shift from experimentation to operational deployment. Internal AI is now embedded across core functions.

Adoption is particularly concentrated in R&D, where AI is widely used for code generation, automated testing, bug detection, and engineering assistants supporting documentation and refactoring. General & administrative functions also show broad uptake, including meeting transcription, internal knowledge copilots, finance automation, HR screening, workflow automation, and strategy support. Customer-facing and go-to-market functions are increasingly adopting AI as well.

The operational impact is overwhelmingly positive: 97% of companies report improvements from internal AI use. However, only 27% have achieved measurable cost reductions. Most companies (70%) report productivity gains without structural cost savings, meaning AI is currently improving speed, output, and decision-making more than it is reducing cost bases.

Note: 1) See appendix for more detailed information about internal AI usage

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AI has moved from ambition to execution. With 60% of Nordic software companies now at the implementation or integration stage, the real question is no longer whether to adopt AI, but how to turn the new capabilities into lasting competitive advantage.



Nils Hulth
AI Lead, Monterro

→ Want to learn more about how we work with AI at Monterro?
Read more about our **Infuse AI** at monterro.com.

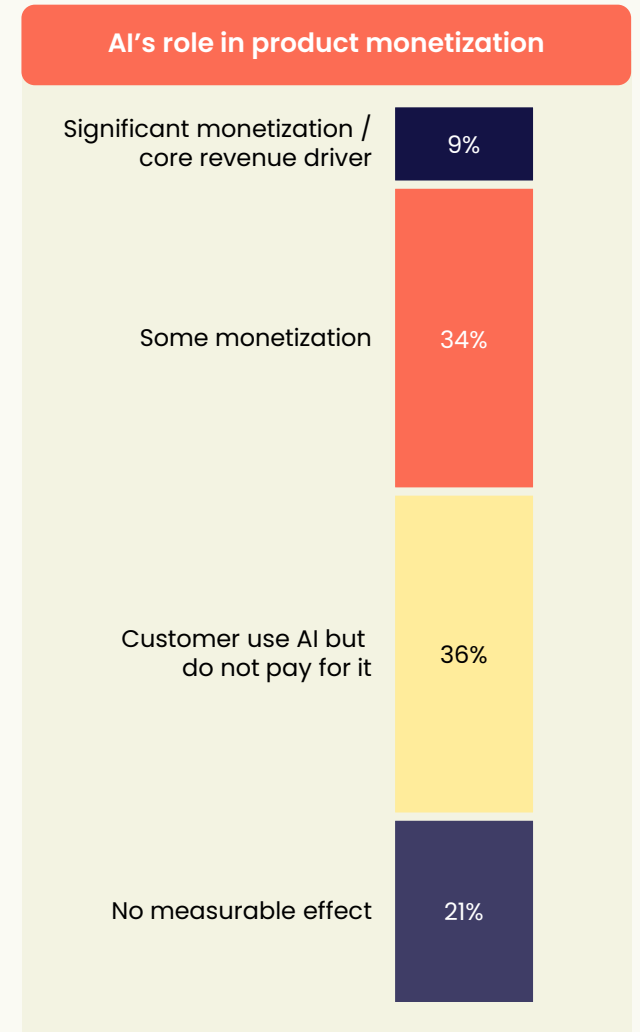
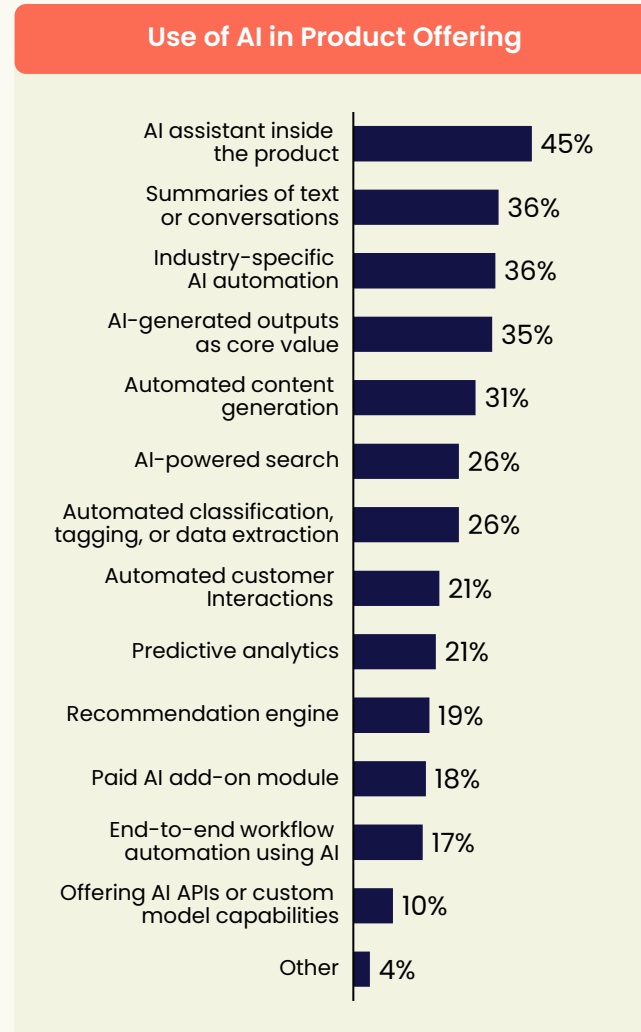


Product AI adoption is accelerating, but monetization remains uneven

In 2025 43% generate some AI-related revenue, up from 34% 2024, yet few see AI as a core revenue driver

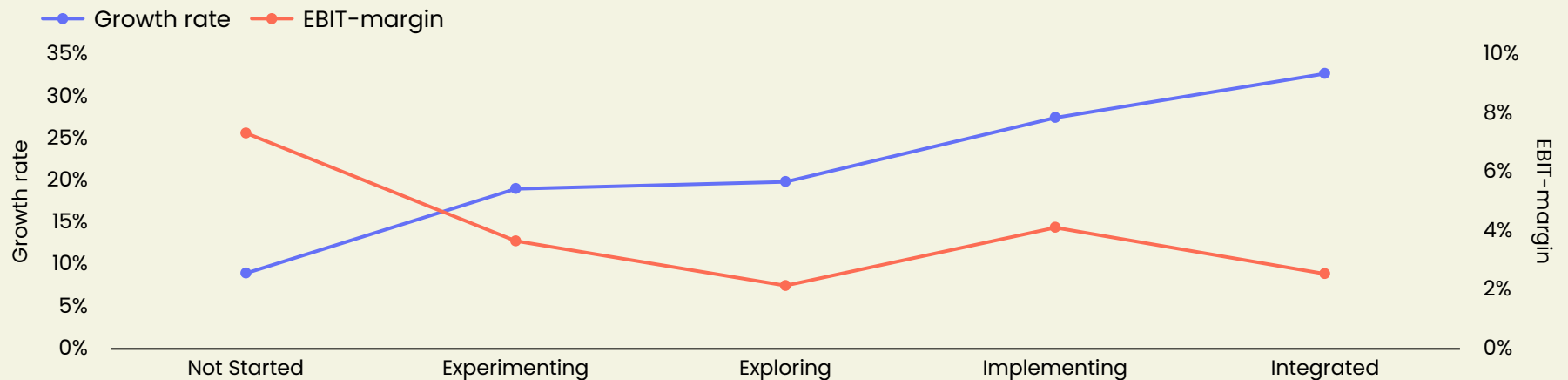
AI is increasingly embedded in product offerings, with copilots, industry-specific automation, and AI-generated outputs emerging as the most common implementations. Adoption is broad, but commercial capture remains mixed.

43% of companies now report some level of AI monetization, up from 34% the year prior, indicating clear progress. However, only a minority view AI as a significant or core revenue driver. 36% report that their customers use their AI features but don't pay for it, and 21% report no measurable effect. Compared to internal AI adoption, the product-side journey is progressing more gradually and remains harder to translate into clear commercial outcomes.



AI maturity correlates strongly with higher growth, but not immediate profitability

Avg. revenue growth and profitability based on stage in AI Journey¹



Growth accelerates materially with AI maturity, while EBIT effects remain uneven

Revenue growth increases consistently as companies advance along the AI journey, rising from single-digit levels among those that have not started to over 30% for fully integrated adopters. The strongest acceleration is observed once companies move from exploration to implementation and integration.

The relationship with profitability is less linear. While companies that have not yet started report relatively solid EBIT margins, margins tend to compress during the experimentation and implementation phases before partially recovering. This suggests that AI investments may initially weigh on profitability before scaling effects materialize.

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When AI went from buzzword to boardroom priority, our customers started asking a different question: not 'how do we build AI?' but 'how do we trust the data it runs on?' That's when we realised our platform wasn't just a backend tool anymore, it was the foundation that makes AI reliable. Repositioning around that insight reignited our growth.



Alexandra Bosson
CEO, TimeXtender
Data Warehouse Automation



Finding 3

Strategic challenges are becoming
a key pressure point

The challenges are shifting – from execution to differentiation

Sales execution stabilizes while positioning, competition and pricing accelerate

For five years, sales execution has been the dominant challenge for Nordic software companies. While it remains number one, it's steadily declining in relative terms as companies mature their GTM engines. What's rising fast is a cluster of strategic challenges like positioning, competition and pricing, that signal a market entering a new phase. As AI commoditizes features and lowers barriers to entry, the question is shifting from "can we sell?" to "can we differentiate?"

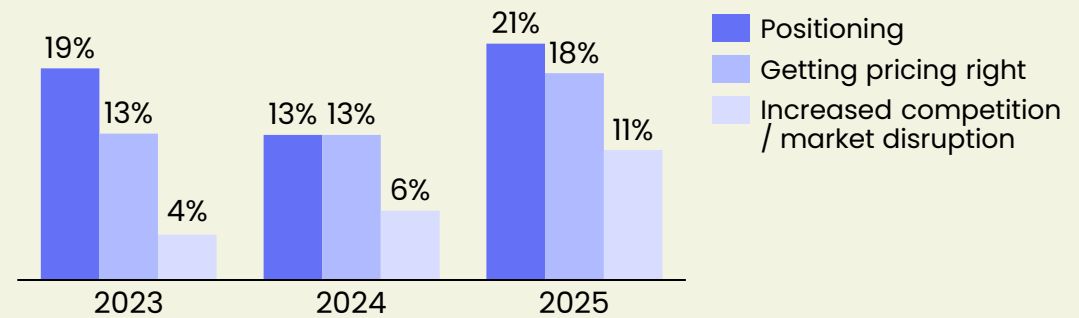
The data shows this isn't evenly distributed: smaller companies struggle most with positioning, while larger companies face competition head-on.

Meanwhile, GTM efficiency is improving, with CAC-payback down to 14.0 months from 14.6 in 2024, suggesting execution is getting better even as the strategic landscape gets harder.

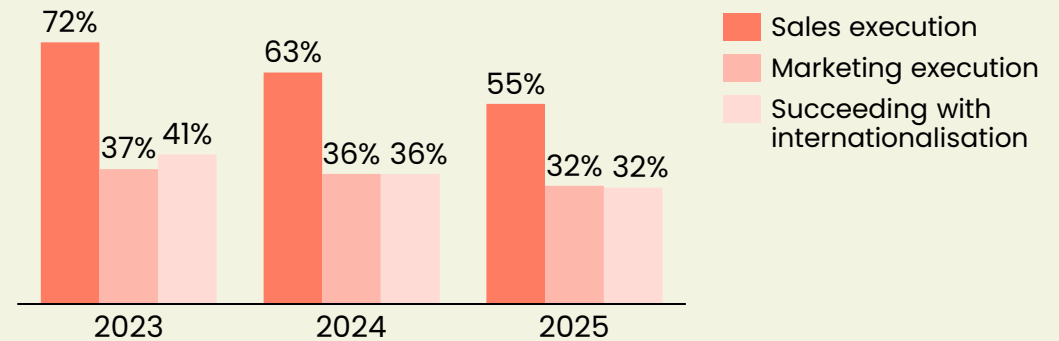
→ Struggling to clearly articulate what makes you different? Read our practical guide to stronger positioning at monterro.com.

Core challenge, % of respondents

Strategic challenges increasing in relevancy



Execution challenges decreasing in relevancy



Differentiation challenges split the market

Positioning constrains smaller companies, while competitive pressure defines the next growth tier

Companies below €10M in revenue are significantly more likely to struggle with positioning, roughly one in four cite it as a top challenge. At this stage, the core question remains one of identity and differentiation: defining a clear niche and articulating what makes the product distinct.

Above €10M, the challenge shifts. Among companies in the €10–25M range, 29% cite increased competition, nearly three times the rate of smaller companies. These businesses have established their market position but now face direct pressure from new entrants and increasingly well-funded competitors.

From identity to intensity

The growth data reinforces this pattern. Of companies growing 5–20% almost 30% are reportedly struggling with positioning, suggesting that unclear differentiation may be constraining momentum. In contrast, only 8% of companies growing 40–90% cite positioning as a challenge. The fastest growers have already resolved the question of who they are and are competing from a position of clarity.

Core challenge, % of respondents			
	Positioning	Competition / Disruption	Getting pricing right
€ 0–1M	24%	5%	10%
€ 1–5M	24%	9%	20%
€ 5–10M	20%	11%	20%
€ 10–25M	14%	29%	19%
> € 25M	8%	17%	8%

Start-ups ask themselves "who are we?" while scale-ups ask "who else is here?"

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We operate in a competitive market where differentiation on features and functions is very difficult. Once we nailed our positioning with a clear value proposition across product and services, the conversations changed overnight.

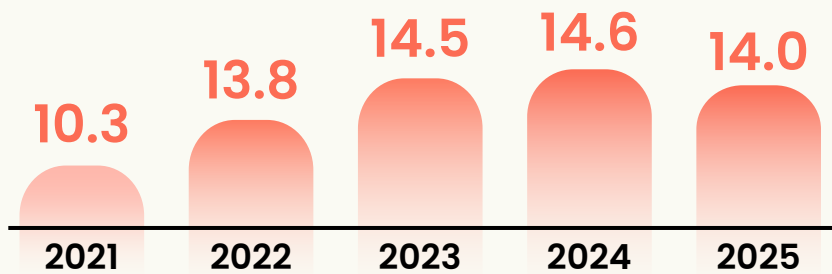


Philip McCrea
CEO Viedoc
eClinical Solutions



BENCHMARK: CAC-payback¹⁾ has stabilized after increasing in recent years

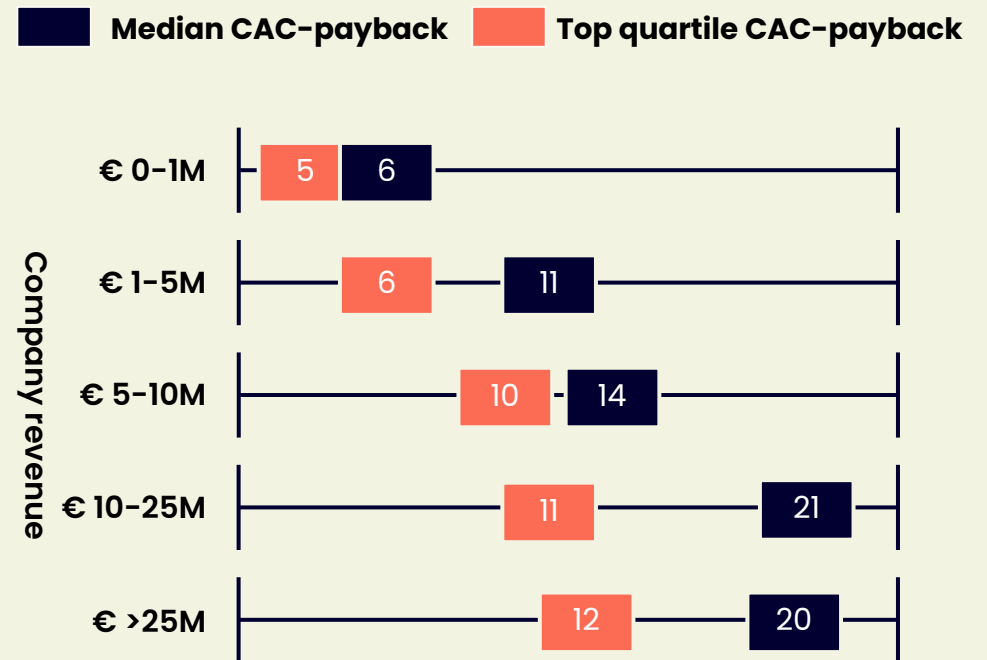
Average CAC-payback (months)



Sales efficiency strengthens, but the execution gap persists

Despite intensifying competition, companies are getting more efficient at acquiring customers. Average CAC-payback improved to 14.0 months, the first improvement in four years. The most notable improvement came from the €5-10M segment moving from 17.0 to 14.5 months over two years. This suggests these companies are maturing their sales processes. However, the spread remains wide: top-quartile companies recover customer acquisition costs in just 6 months, a 3x gap to bottom-quartile companies that take 18 months to recover CAC.

Median and top quartile CAC-payback (Months, by company size)



Note: 1) Customer Acquisition Cost Payback. Average number of months required to recoup investments winning new customers

BENCHMARK: Sales cycle length and marketing spend varies based on ARPA¹⁾

Larger deals and enterprise motions significantly extend buying cycles and put less focus on marketing

Sales cycle length varies dramatically based on deal size and Go-to-market model. Enterprise-sales teams face average cycles of nearly 9 months, more than double the 4.3 months for inside-sales.

Deal size is an even stronger driver: €100k+ deals take an average of 11.7 months, nearly 3x longer than sub-€15k deals. In a more competitive market, longer sales cycles mean buyers have more time to compare alternatives making clear positioning and differentiation even more critical.

Median and top quartile marketing spend (%) by ARPA						
Marketing spend	ARPA					Total
	0k – 5k	5k – 15k	15k – 35k	35k – 100k	>100k	
Top quartile	6%	5%	5%	5%	4%	5%
Median	5%	3%	3%	4%	2%	3%

Median and top quartile sales cycle (months ²⁾) by ARPA						
Sales cycle length	ARPA					Total
	0k – 5k	5k – 15k	15k – 35k	35k – 100k	>100k	
Top quartile	2	3	5	5	8	4
Median	4	4	6	9	12	6

Note: 1) Average Revenue Per Account 2) Defined as the number of months from created opportunity to signing of deal

BENCHMARK: KPI benchmarks differ by primary go-to-market model

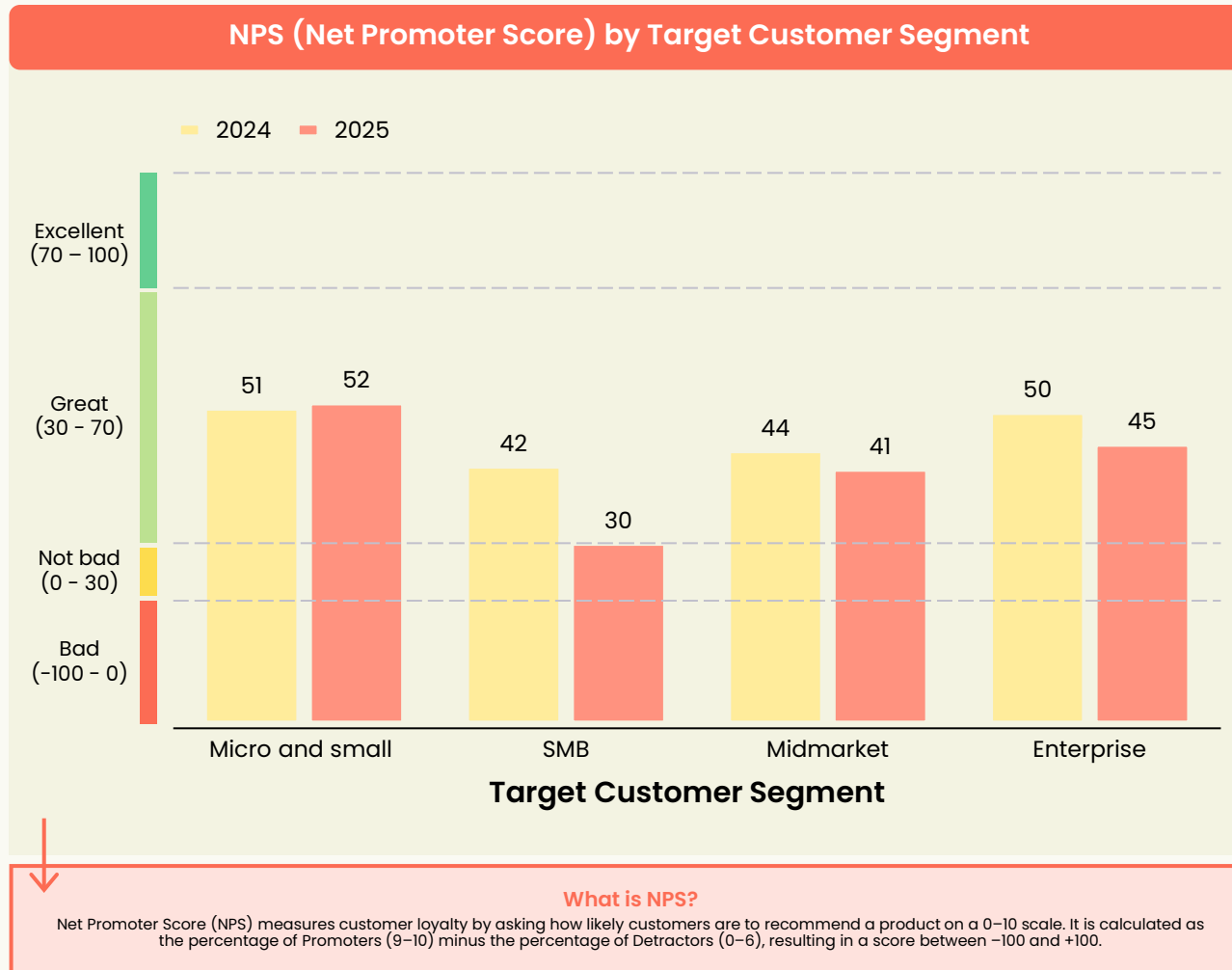
Benchmarks differ significantly by your primary go-to-market model. Adjust your targets based on your unique position.

KPI	% of all companies	CAC-payback (months)		Sales cycle length (months)		Marketing spend (% of revenue)		Churn		% FTEs in sales and marketing	
		Median	Top Quartile	Median	Top Quartile	Median	Top Quartile	Median	Top Quartile	Median	Top Quartile
Product Led Growth	7%	9	5	6	2	4%	5%	3%	1%	16%	27%
Marketing / Inbound	14%	13	10	6	3	4%	7%	6%	4%	20%	27%
Inside Sales	18%	13	11	3	2	3%	5%	6%	3%	29%	34%
Enterprise Sales	52%	12	6	7	5	3%	5%	4%	1%	21%	29%
Channel / Partner	9%	13	8	6	4	5%	6%	5%	3%	22%	30%

Finding 4

Customer satisfaction and net retention down, but AI adopters are winning the battle

BENCHMARK: Customer satisfaction generally declining



Strong performance in micro and small, but SMB sentiment drops sharply in 2025

Overall NPS declines from 47 to 42 in 2025, marking a deterioration in customer sentiment on average. The drop is particularly pronounced in the SMB segment, where NPS falls from 42 to 30, the largest decline across all customer groups. Midmarket and enterprise segments also weaken, while only micro and small customers show stable satisfaction.

At the same time, Net Revenue Retention continues its gradual decline from 105.3% to 104.4%, and overall growth slows materially.

Together, these trends suggest that customer success is becoming increasingly critical. Expansion revenue is under pressure, and declining satisfaction across customer segments may translate into higher retention risk if not actively addressed.

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We turned NPS to a company-wide initiative, not just a metric. Every team, from product to support, owns a piece of the customer experience. Our roadmap has explicit NPS levers, and we act on detractor feedback within 48 hours. That shared accountability is what keeps our NRR consistently high.



Johan Blomdahl
CEO TimeEdit
Resource Management for
Universities

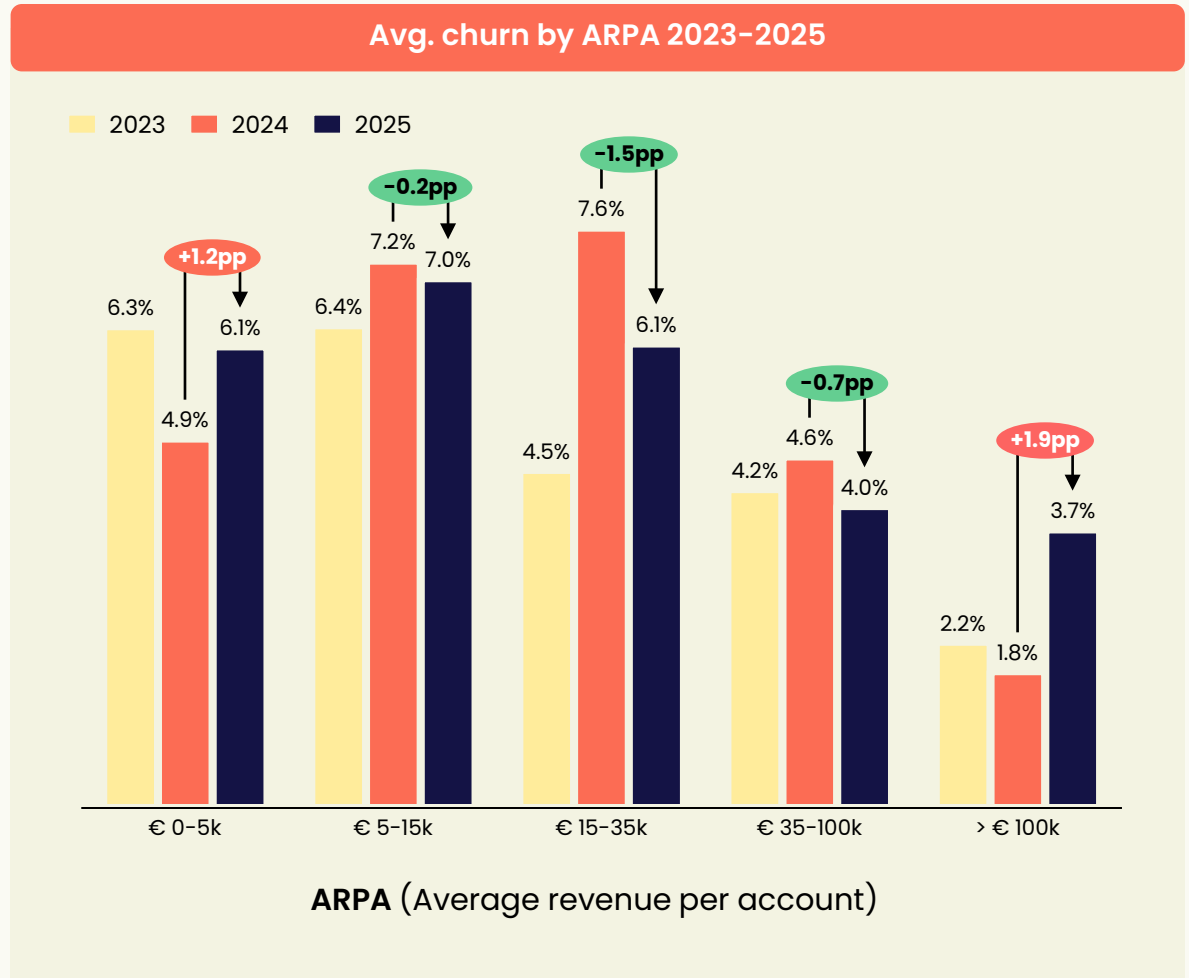


BENCHMARK: Churn remains broadly stable, but retention pressure stays high on the agenda

Churn increases in higher-ARPA segments and remains high on the strategic agenda

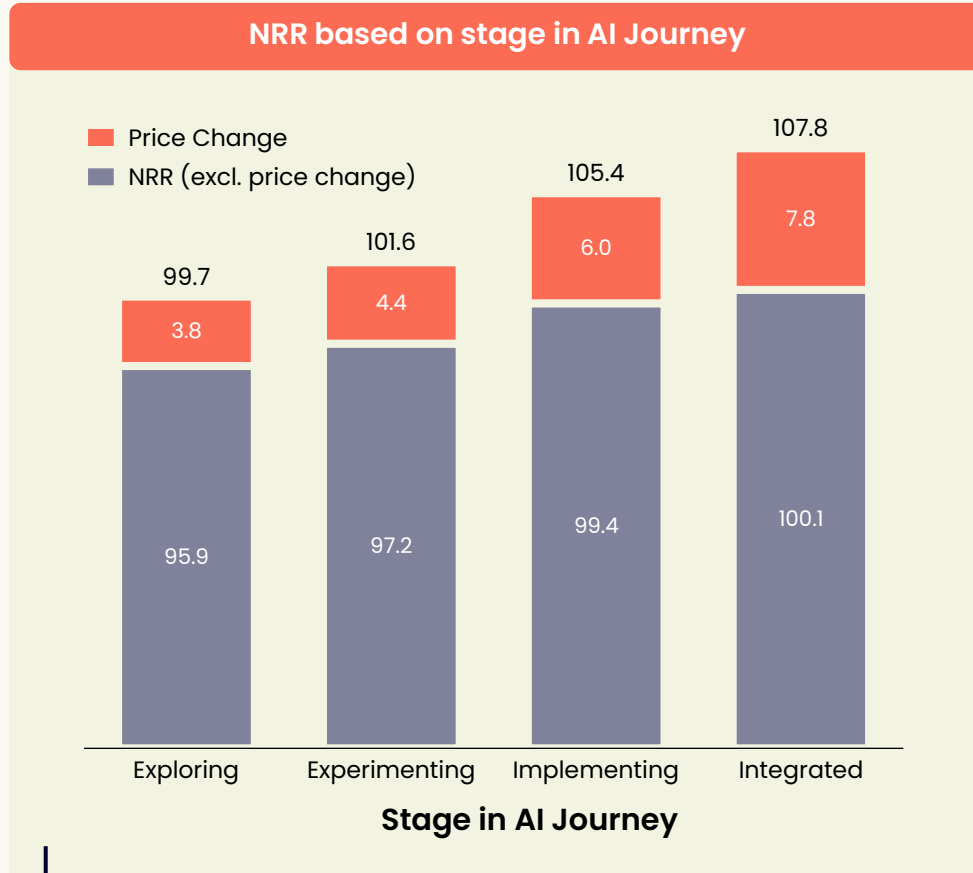
Overall churn levels remain relatively stable between 2024 and 2025, from 5.6% to 5.5%, suggesting no material change at the aggregate level. However, retention dynamics differ across ARPA segments, with mid-market accounts (€5–35k) continuing to operate at elevated churn levels and the >€100k segment seeing a noticeable uptick in 2025.

At the same time, customer churn and downselling remain among the most cited business challenges, highlighted by 18% of companies, down slightly from 22% last year. This suggests that while measurable churn has stabilized, retention continues to be perceived as a strategic pressure point for many.



→ Is retention pressure rising in your customer base? Explore our Field Guide to Customer Success for SaaS Companies at monterro.com.

AI adopters are winning the retention battle



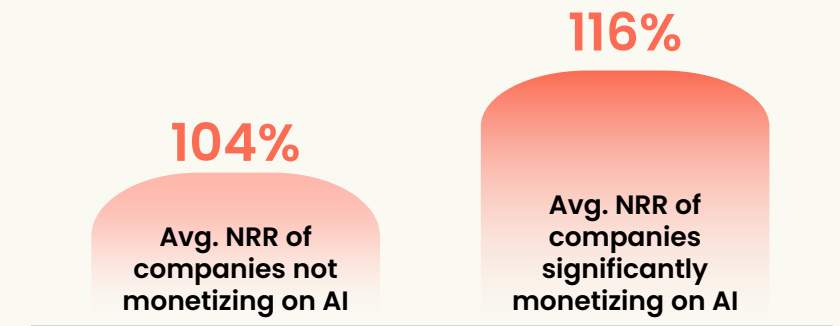
On average, a higher NRR correlates with companies having progressed further in the AI journey

This is particularly notable given the broader market trend. Overall NRR has declined in recent years, falling from above 110% to just above 104%.

The gap becomes even clearer when looking at monetization. Companies actively monetizing AI report an average NRR of 116%, compared to 104% across the full sample. This suggests that AI is not only a productivity initiative, but a meaningful driver of customer stickiness and expansion revenue.

At the same time, we can also observe that more AI-mature companies were able to increase prices significantly more than others during 2025. AI-mature companies stand out not only by delivering materially stronger retention and expansion performance, but also by commanding a much better pricing power.

What is NRR?
 Net Revenue Retention (NRR) measures the percentage of recurring revenue retained from existing customers over a 12-month period, including upsell and cross-sell, but excluding revenue from new customers.



BENCHMARK: Higher ARPA segments show lower churn, but require a larger services organization

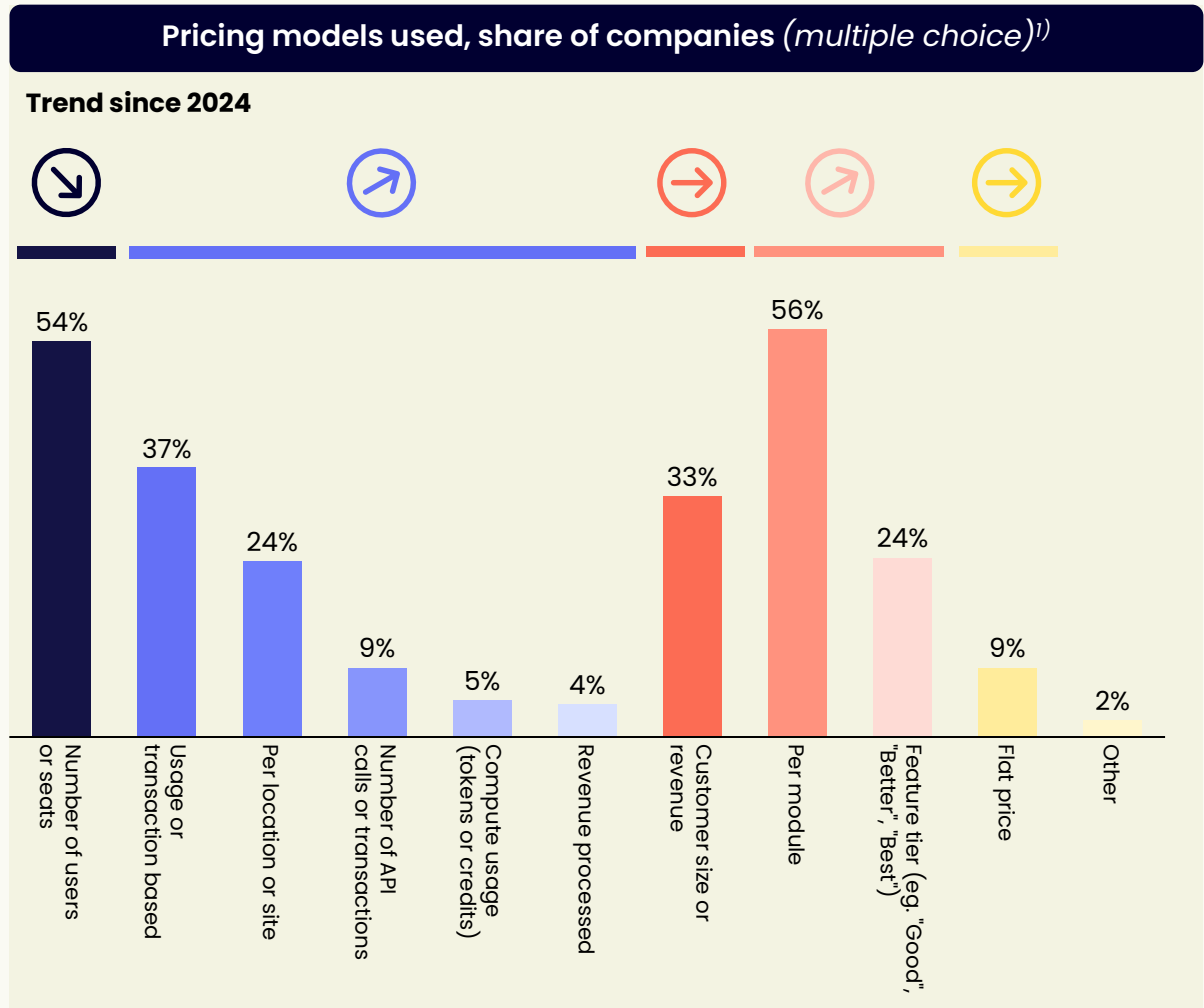
Higher account values are generally associated with lower churn and stronger NRR, while mid-range ARPA segments show greater volatility. Targets should be set relative to customer size and relationship complexity.

KPI	NPS		Churn		NRR		FTEs in Customer Success and Support		Share of revenue that is recurring	
	Median	Top Quartile	Median	Top Quartile	Median	Top Quartile	Median	Top Quartile	Median	Top Quartile
ARPA Average revenue per account										
€ 0 – 5k	43	71	6%	4%	106%	110%	15.6%	25.3%	90%	97%
€ 5 – 15k	34	58	6%	3%	103%	110%	15.3%	20.7%	93%	97%
€ 15 – 35k	38	53	5%	3%	105%	110%	15.4%	22.2%	83%	95%
€ 35 – 100k	46	68	3%	1%	106%	112%	11.3%	16.7%	81%	93%
> € 100k	31	37	2%	0%	105%	108%	10.4%	17.2%	84%	95%

Finding 5

Changes in the pricing landscape where usage and feature-based pricing is on the rise

Feature-based pricing surges as pricing sophistication increases



More experimentation and greater complexity as pricing moves up the strategic agenda

Feature-based and usage-driven pricing models are gaining prominence in the Nordic SaaS market, reflecting a broader shift toward value-oriented and consumption-linked monetization. Rather than relying primarily on seat-based or flat pricing, companies are increasingly structuring pricing around how value is delivered and consumed.

The overall landscape is becoming more diversified. Nearly half of companies now operate with three or more pricing models, highlighting increased experimentation and hybrid approaches. As AI-enabled features introduce new value tiers and competition intensifies, pricing is evolving from a static metric to a more strategic capability, even as this adds operational and strategic complexity.

Note: 1) Question in 2024 was single choice, numbers between time periods not fully comparable



We see a shift toward usage-based pricing, even in traditionally compliance-driven segments. Trapets is experiencing growing demand for real-time solutions, with customers increasingly preferring predictable pricing models that also reflect actual usage and value delivered.



Niklas Rosvall
CPO Trapets
RegTech / FinTech



Price increases stabilize and converge across customer segments

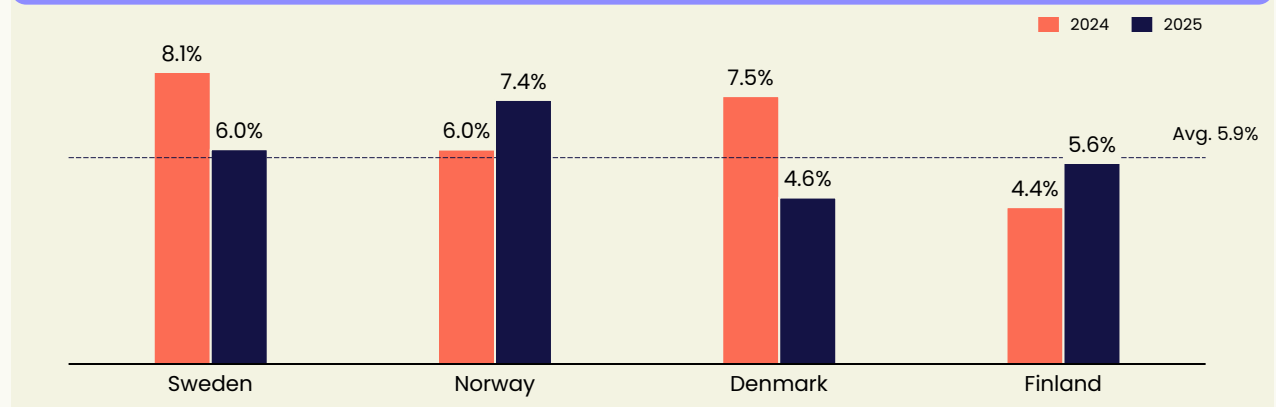
Overall pricing power remains intact, with less dispersion than last year

Average price increases moderated slightly year-over-year (6.8% in 2024 vs. 5.9% in 2025). While country-level variation persists - with Norway and Finland increasing more in 2025 and Sweden and Denmark moderating - the overall level remains consistent.

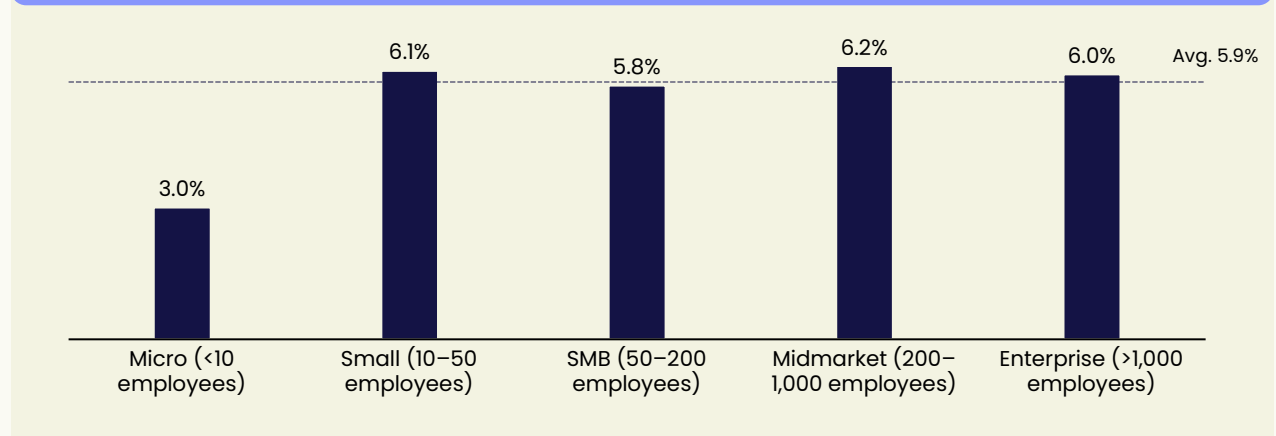
The more notable shift is reduced dispersion across customer segments. In 2024, price adjustments varied meaningfully between target groups. In 2025, increases cluster around 6% for small, SMB, midmarket, and enterprise customers, suggesting a more standardized pricing approach.

Micro customers (<10 employees) remain more price-sensitive at 3%, but across the broader market, pricing execution appears more disciplined and less uneven than in the previous year.

Avg. price increase by country (2024-2025)



Avg. price increase by target customer segment

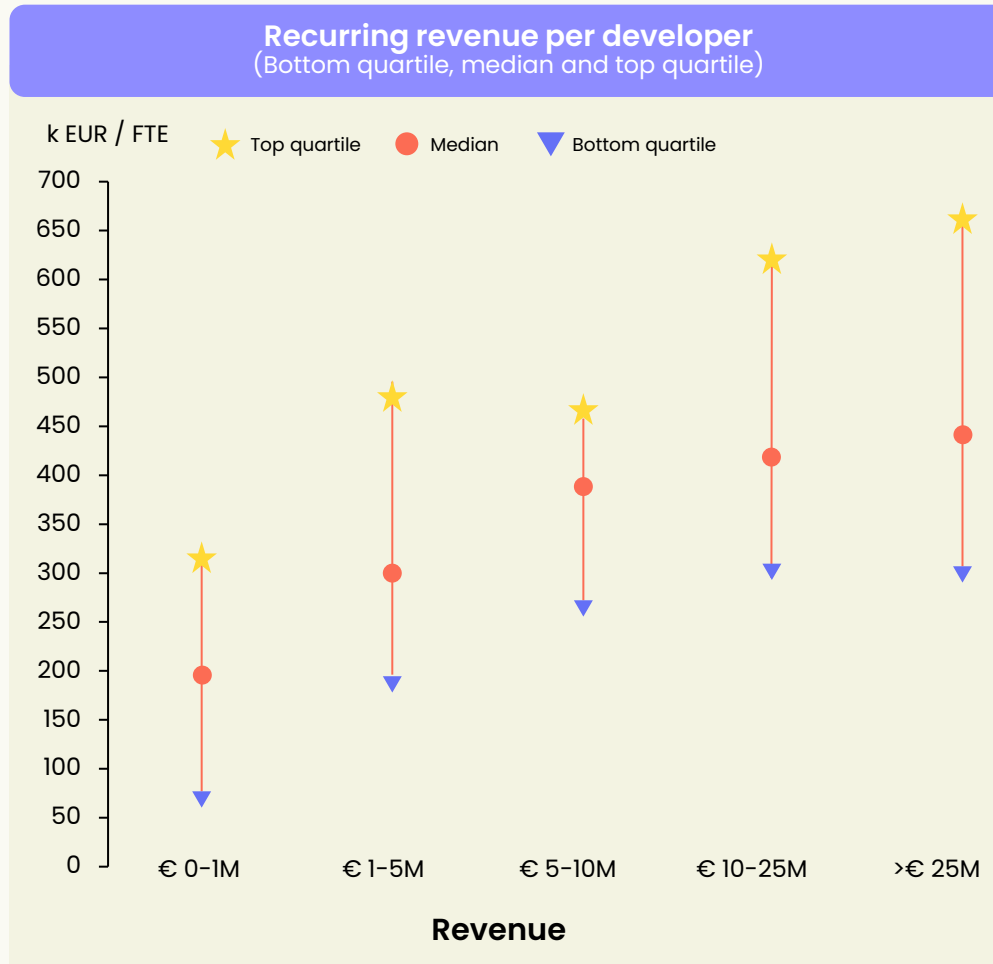


→ Revisiting your pricing strategy? Download our guide on using pricing as a blueprint for profitability at monterro.com.

Operational deep dive

Employee & efficiency benchmarks

BENCHMARK: Recurring revenue per developer as a scalability benchmark



How recurring revenue per R&D employee evolves across revenue brackets

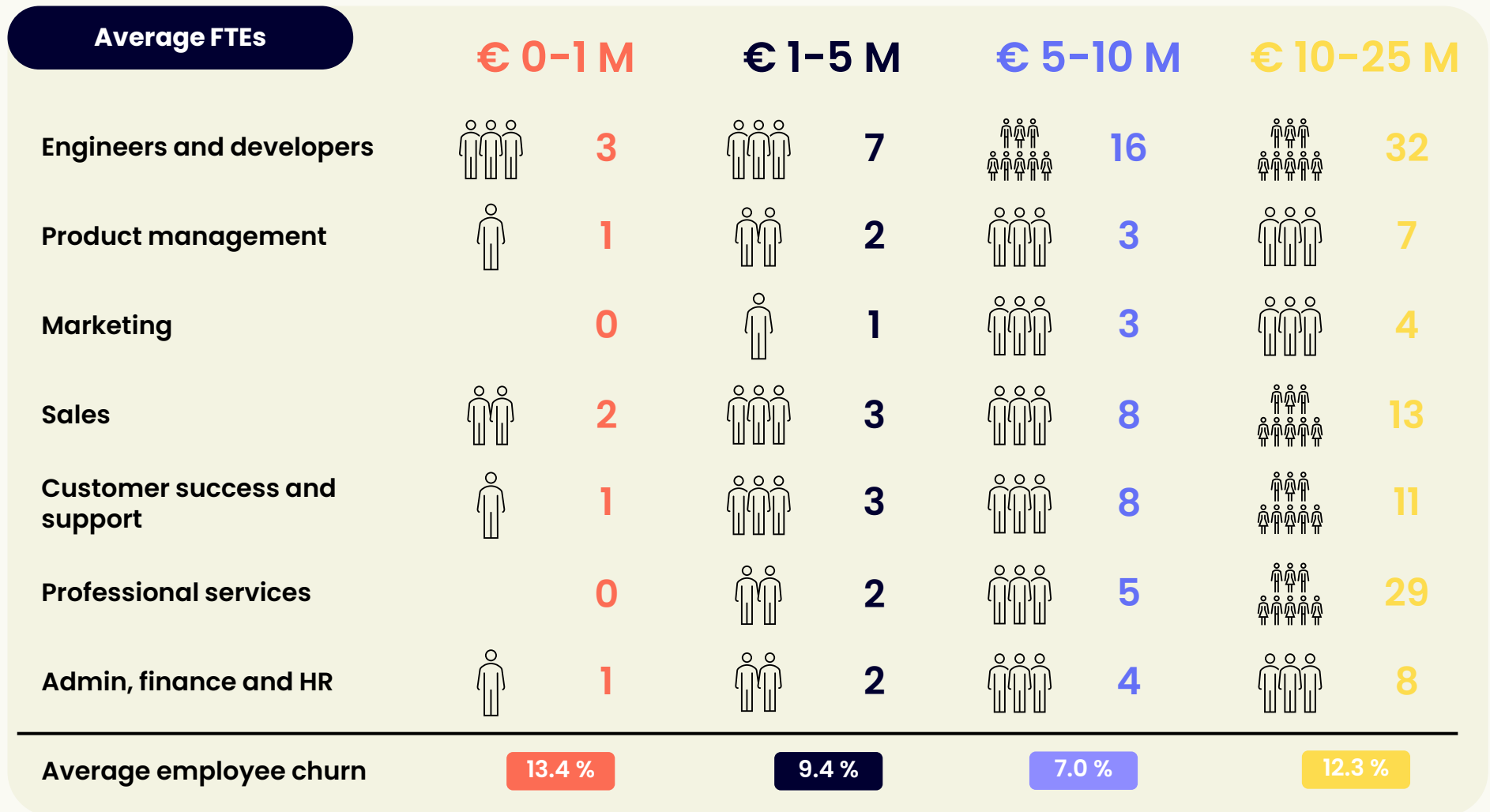
Recurring revenue per R&D employee differs across revenue segments, reflecting how development leverage evolves as companies scale. Larger revenue brackets tend to operate at higher absolute recurring revenue per developer levels, indicating greater organizational leverage.

At the same time, variation between bottom, median and top quartile remains visible within each segment. This dispersion highlights that revenue per developer is not purely a function of size, but also of how effectively companies structure and scale their development organizations.

As companies grow, recurring revenue per developer serves as a useful benchmark for assessing R&D scalability and operational efficiency relative to peers.

→ Want to learn more about how to scale your development team? Read our "how-to-guide" at monterro.com.

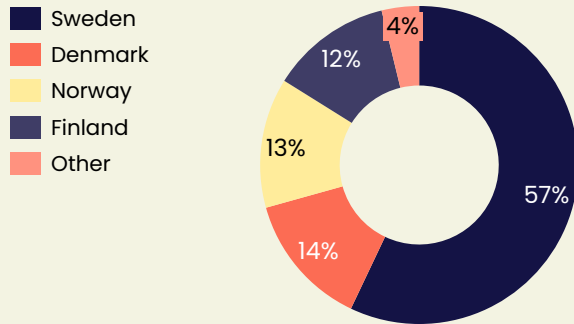
BENCHMARK: How does your team scale compared to the average B2B SaaS organisation?



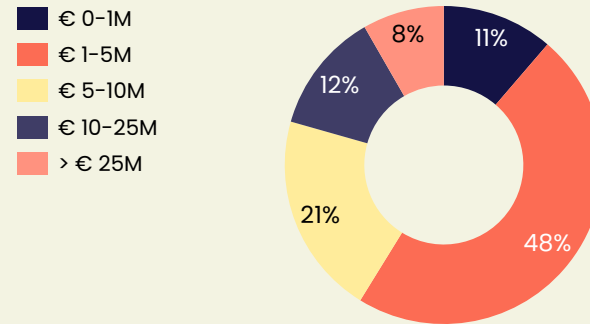
Appendix

About the respondents of the software survey (1/2)

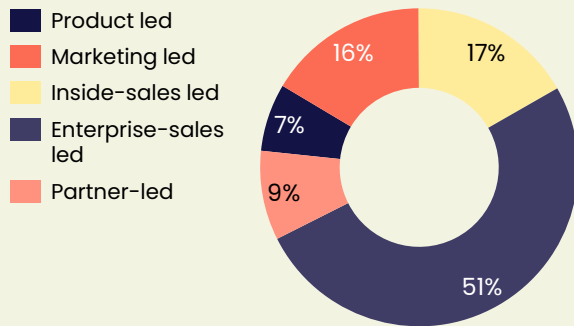
Country



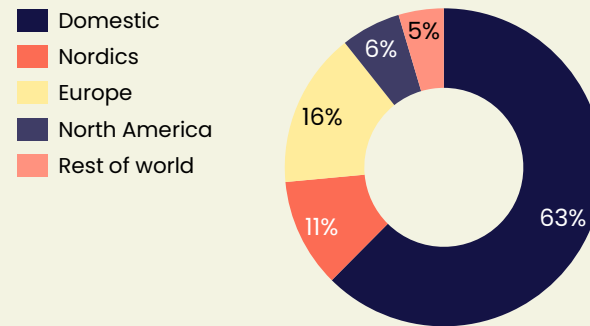
Company size



Primary go-to-market model

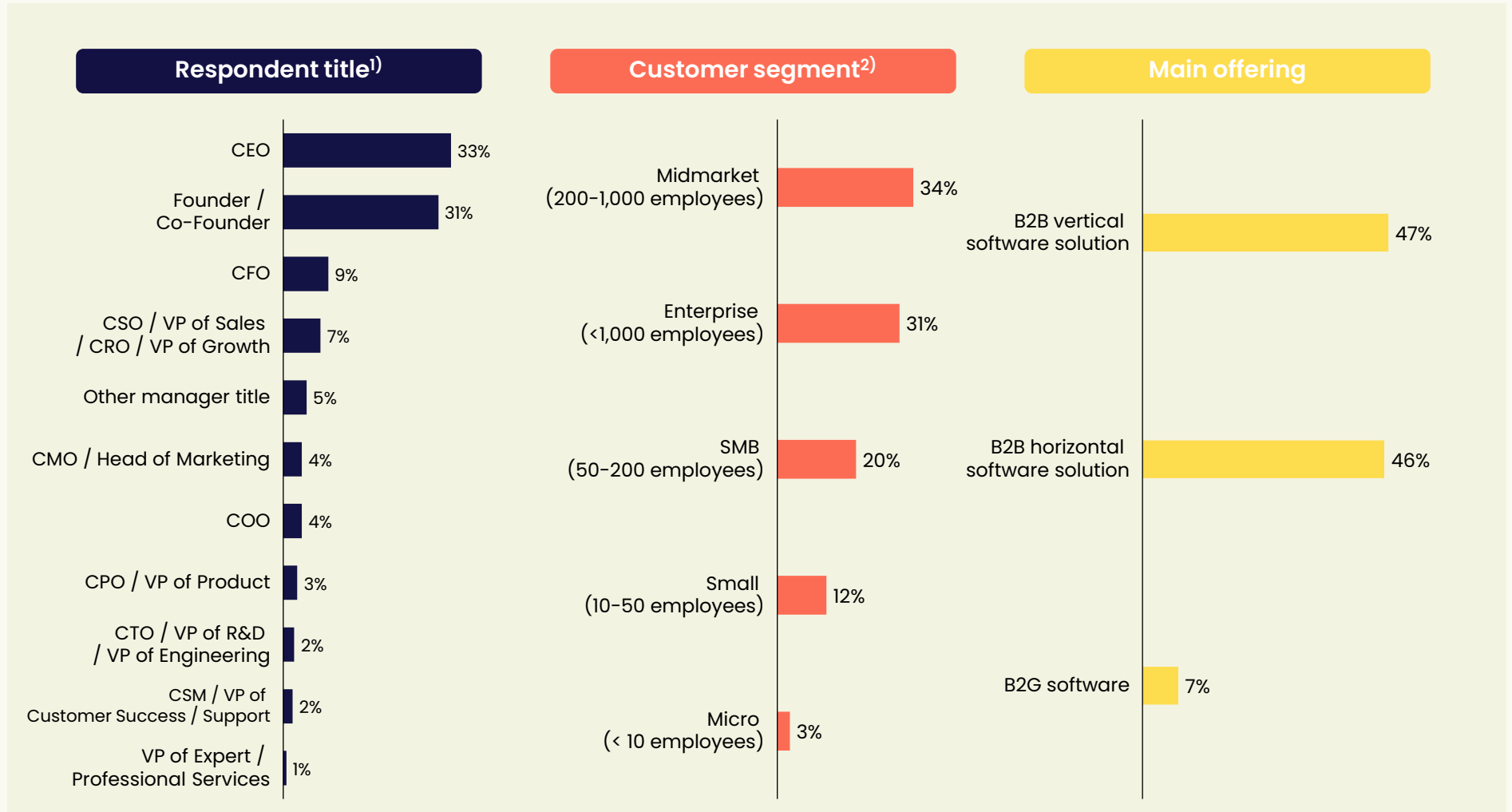


Geographical revenue split



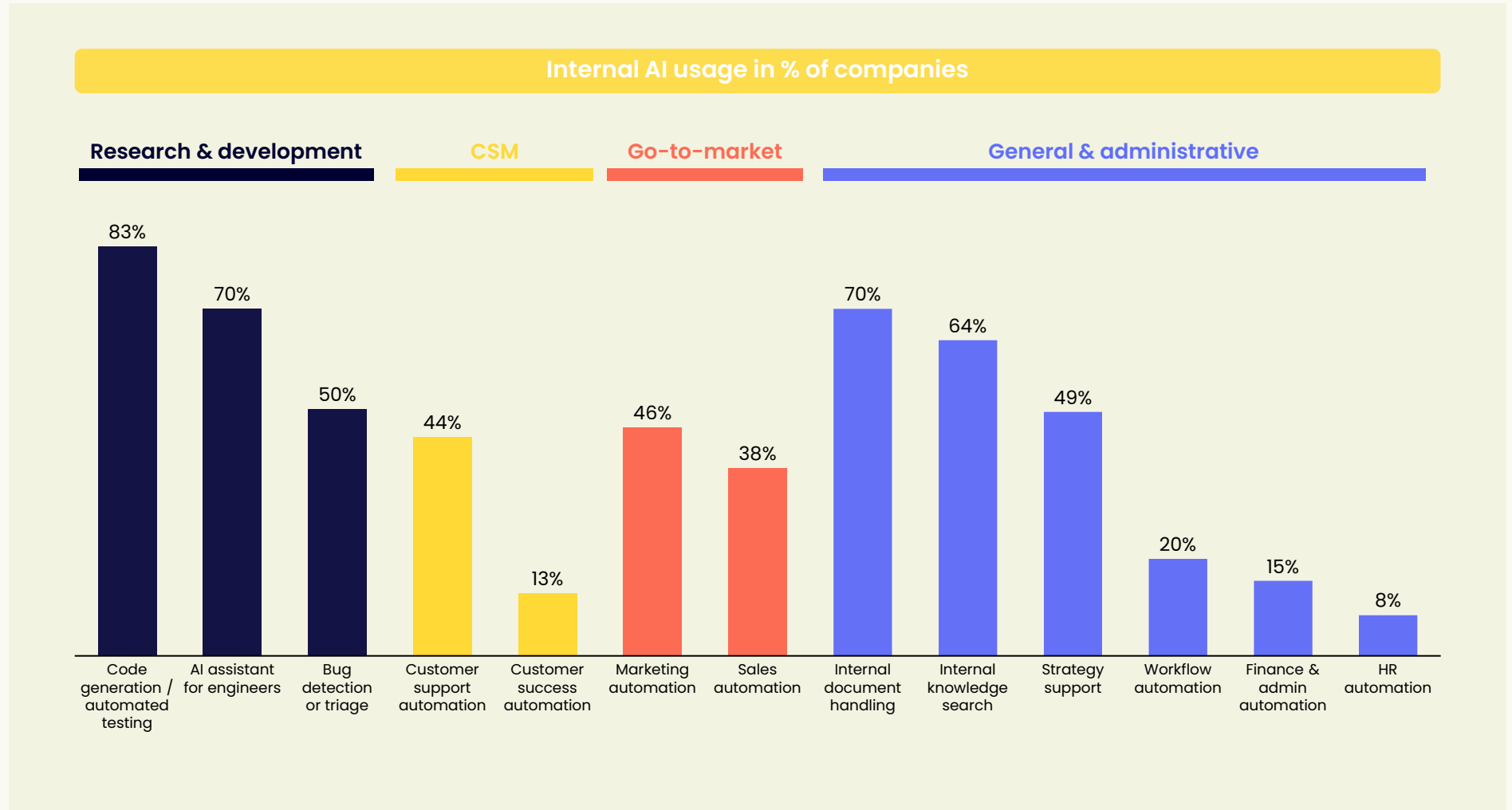
N = 236

About the respondents of the software survey (2/2)



Note: 1) Respondents could select up to three answers for this question 2) Respondents could select up to two answers for this question

Internal use of AI



Note: 1) Respondents could select up to three answers for this question 2) Respondents could select up to two answers for this question



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That's it.

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