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ProfitWell is providing Financial Metrics, Pricing Intelligence and Retention Solutions that help Subscription Based Companies achieve faster Recurring Revenue Growth

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CEOCFO: *Mr. Campbell, what is the vision behind ProfitWell?*

Mr. Campbell: We take on the hard parts of subscription growth. We help subscription companies with things like pricing, cancellations and their churn. Those could be subscription software companies, eCommerce companies, or boxes of the month. Ultimately, we help them with things that are taking away from them focusing on their customer and their product.

A big reason we are focused on subscription is there are pretty big things happening in the market where for the first time in history, you have business model subscriptions where the relationship is based directly on how you make money. If I aggravate the customer and not providing value, that customer can cancel, but if I keep providing value, maybe they will buy more continually on a reoccurring basis. That is a big thing that we sit in on.

The other reason that we are here and working on these hard parts of growth is because it gets harder and harder to grow a business because there are a lot more businesses out there, there are a lot of ads, a lot of content and density in the market.

CEOCFO: *How do you engage with a company?*

Mr. Campbell: We have four or five different products depending on how you look at it. Our core product is a free subscription financial metrics product where you can plug in your billing system, whatever you are using to manage your payments and they will give you free access to your financial metrics. We give that away for free because it helps us and helps you identify problems and opportunities in your business and the way that we make money is we sell these products that help reduce your cancellation. One of them called Retain™, essentially eliminates your credit card failures. We are the best in the world at recovering failed credit cards and that software uses all the data and algorithms to do that really well.

Another problem we might cover is that your expansion revenue is too low and then you can pay for price intelligently which is where we come in and create a bunch of market data for you and tell you what your pricing should look like including your packaging and things like that. Then we have a couple of other products but the main idea is we want to tell you the problem or the opportunity for free and then when we help your make more money, that is when we get paid.

CEOCFO: *Are people in general looking for this type of service or is it more when they find it, they are going to be very pleased and perhaps surprised?*

Mr. Campbell: It is mostly the latter. For plenty of people, most of the time when they have had tough times in their businesses, they were like yes, they messed up their pricing and need help with it or credit card failures have always been

a problem and they need help with that or they need metrics. There are plenty of people who you explain to them that this is a pretty big gross lever, pricing that they are not taking advantage of and they realize they need to do it. There is some training on why this is important. I always equate it to pet insurance. With pet insurance, you did not really know you need it but it was important and slowly over time it became a pretty big requirement

CEOCFO: *You have over 10000 subscription companies that trust ProfitWell. How does that break down? Are there some types of services that are more likely to look at ProfitWell and are there industries that do not recognize the need yet?*

Mr. Campbell: We have well over ten thousand companies now using us. About half of those are B2B companies. Those are businesses that serve other businesses. The other half is broken up between subscription media companies, companies like Street.com and Vice and different publications essentially. There is also in that other half a lot of subscription eCommerce companies, such as BarkBox and SubscriptionWine. There are also many subscription non-profits. That is another big area of the business where we help non-profits who have reoccurring donations and you'll keep those donations essentially coming.

CEOCFO: *How do you help a company figure out how not to bug people, but get them to pay attention?*

Mr. Campbell: We do not deal too much with acquiring customers. If you look at our Retain™ product, we help people recover cancellations and things like that. It comes down to the data and understanding how users flow through the value of the product. What I mean by that is when you look at a customer, you have that relationship with them or you are trying to start or rekindle that relationship. If you annoy them and are rude to them because of things, obviously they are not going to come back and they are going to be aggravated. I think it is one of those big things where you have to focus on being respectful and if you are trying to get them to do something, and like with a failed payment, maybe you start off very nice telling them it was probably a mistake, and then over time you might get a little more direct as things essentially increase.

We believe we understand this world of subscription growth better than anyone else and we will continue to know it better than anyone else since we are sitting on about 20% of the market. It is one of those things where we can properly share that knowledge with the world so that they can all be better. There is something beautiful with being perfectly aligned to the outcomes of the space or the customers that you are trying to serve.” - Patrick Campbell

CEOCFO: *You have four separate offerings, ProfitWell Retain, Recognized, Price Intelligently and ProfitWell Metrics. Would you tell us some specifics?*

Mr. Campbell: Those are our three paid products right now. The price intelligent product that helps subscription companies get their pricing right using data and our software, Retain helps recover sales payments, so credit card payments. Recognized is a revenue recognition product, and accounting product that helps people analyze their business from a gap accounting perspective. Our free product is ProfitWell Metrics, that is a subscription financial metrics product that helps them understand how their business. Is growing and where they may not be growing.

CEOCFO: *How are you reaching out and how would a company ProfitWell?*

Mr. Campbell: If they do not know who we are, we publish a lot of content, videos and fun stuff that helps people educate themselves and ultimately helps them see the value in what we are doing. I think that is the big thing or they might be searching for a number of different things like how to price their product or how to properly recover failed payments.

CEOCFO: *What is your geographic range today?*

Mr. Campbell: We have users all over the world in about 150 countries, so lots of user everywhere. Our revenue is mainly in the United States, about 60%. About 40% is outside the United States. A good concentration is in Europe and Australia.

CEOCFO: *What has changed in your approach over time, as you have grown to 10,000 plus clients?*

Mr. Campbell: I think we have learned a lot around making sure that customers are educated and understand the value of what we are doing and ultimately how they can do what we do or more for their business. We did not have a freemium offering for a number of years and we opened it to essentially open our own type of funnel but also provide a lot of value to folks.

CEOCFO: *How do you leverage technology so it is as seamless as possible for your clients? Does your solution with a system already in place?*

Mr. Campbell: We work directly with their billing system, which makes it seamless for them. The set up is typically minutes, so it is not something that where it takes weeks. We think about making it super seamless and simple for customers.

CEOCFO: *How is business today?*

Mr. Campbell: Business is good. We are a boot strap company, so we have no outside investors, but it is one of those things where we are still 80 people and growing. We added 30 people this year, so we are continuing to grow. We are probably going to double by the end of the year.

CEOCFO: *Are you looking for funding or do you want to keep it the way it is?*

Mr. Campbell: We are not being held back by not having funding, so if we can find the business ourselves, we would like to do that but it is one of those things where we are continuing to grow and might need funding at some point to continue that growth but for now we are doing alright.

CEOCFO: *How do you keep the company culture as you grow? How do you proactively make sure you can keep the ProfitWell the way you want it to be?*

Mr. Campbell: It always comes down to the people. There is no amount of shaping the culture or changing behaviors, habits or things that are going to succeed without making sure you have the right people. I think that is a big thing. We have gotten a lot better at trying to make sure we are bringing in the right people and if things are going wrong or not so great, pulling folks back. It is a big thing to be diligent about that aspect of the business. In addition to that, it is understanding that new people provides a good opportunity to make changes. More people is an opportunity to fix the mistakes that you have made because you are always going to make mistakes as you build a company and it is one of those things that a fresh perspective can make sure that you are keeping forward in the right direction.

CEOCFO: *Why is ProfitWell an important company?*

Mr. Campbell: We are important because we are building the product intellectual, which is the right way. When you think about a solution, and there are plenty of pieces of software or products that we buy that are maybe helpful and help us build our businesses or get fulfillments for whatever they are doing, but oftentimes the way that they charge us and what they charge us for are not great. Giving away the metric and insights for free is a really big deal because we want to make money when you make money and we align. I think that is one reason why we are important.

Another reason we are important is we believe we understand this world of subscription growth better than anyone else and we will continue to know it better than anyone else since we are sitting on about 20% of the market. It is one of those things where we can properly share that knowledge with the world so that they can all be better. There is something beautiful with being perfectly aligned to the outcomes of the space or the customers that you are trying to serve.