



Startup Stories

Seattle SaaS startup Rival IQ uses Visible to keep investors in 4 states and 2 countries engaged in the growth of the business.

Overview

Rival IQ is a digital marketing analytics tool with a competitive edge for SEO, six social channels & web content. They are based in Seattle and have raised money from top VCs, Angels, and

Challenge

Rival IQ has investors in 4 states, 2 countries, & needed a low-friction way to keep everyone engaged and involved in the business on a regular basis.

The Brief

- RivalIQ.com
- [@RivalIQ](https://twitter.com/RivalIQ)
- Series A
- SaaS Company



Solution

Visible helps Rival IQ efficiently keep all investors (angels, angel groups, funds) engaged with visualize dashboards complimented by longer-form qualitative updates. As a SaaS company, Rival IQ is laser focused on MRR, CAC, and Monthly Churn. One other key metric their investors like to keep an eye on is Cash Balance & the trend over time.

Key Metrics

MRR
(Monthly Recurring Revenue)

Monthly Churn

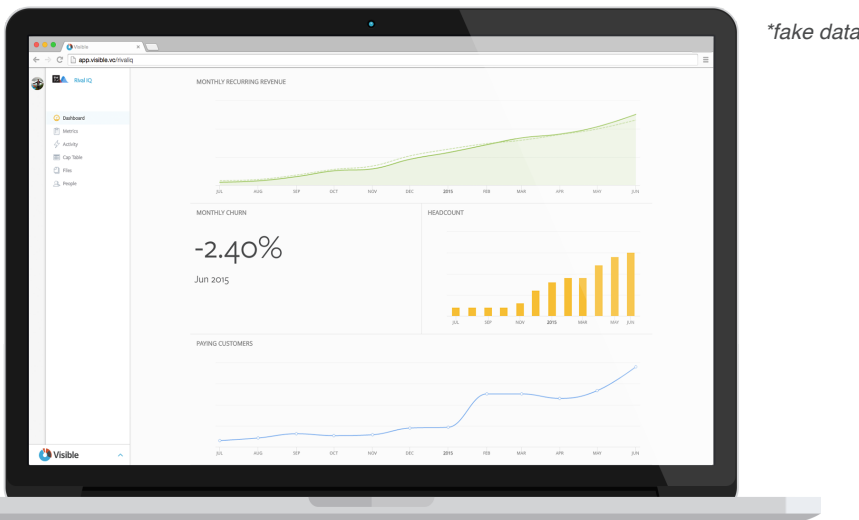
CAC
(Customer Acquisition Cost)

The Stats

- 11 custom charts
- 374 data points shared with investors
- Over 12 long-form, qualitative updates provided

About Visible

Visible gives you the power to tell the story around your key performance and ownership data with beautiful dashboards, customizable metrics and robust cap table management.



Results

Hear from the company founder and CEO!

“A key value we embrace at Rival IQ is transparency and communication with our employees and our investors. **Visible.vc** make it easy to keep investors in the know with regular updates and the ability to review any metrics and how it is trending over time when it is convenient for them.”

-John Clark, Founder and CEO at Rival IQ