

Ridgeline Analytics raises \$8M Series A to bring retention analytics to mid-market teams

The Portland company will double its product team and open a Toronto sales office.

Portland, Ore. — Ridgeline Analytics, whose software helps subscription businesses find the reasons customers leave, has raised an \$8 million Series A led by Cobalt Ventures. The round closed this week and brings the company's total funding to \$12.4 million.

Ridgeline's platform is used by 140 mid-market subscription teams, up from 60 a year ago. Revenue grew 82% year over year, and the new capital funds a second engineering pod and a Toronto sales office.

"Mid-market teams have the churn data but not the analyst hours to act on it," said Maya Chen, co-founder and CEO of Ridgeline Analytics. "We turn the raw event stream into the two or three decisions that actually move retention."

The company expects to hire 18 people by the end of Q1, with roles listed at ridgeline.co/careers. A product update shipping in November adds cohort-level churn scoring for growth-plan teams.

About Ridgeline Analytics

Ridgeline Analytics builds retention analytics for subscription businesses. Its platform connects billing and product data, surfaces why customers churn, and gives product teams a ranked list of fixes. The company is based in Portland, Oregon.

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