

# What is Customer Retention Rate and How to Calculate it?



- What is customer retention rate?  
**The retention rate is the percentage of customers every company keeps over time.** It is one of the most important metrics to measure a business's success.

## How to Calculate Customer Retention Rate in Other Ways?



Calculate Customer Retention Rate by Cohort Analysis



Customer Retention Rate Formula



Measuring Customer Retention by Repeat Purchase Rate



How to Calculate Customer Retention Rate



Calculate Customer Retention Rate by Customer Lifetime Value



## 10 Proven Ways to Increase CRR

