



SaaS & Software.

AI-driven growth for SaaS companies:
from PLG to enterprise expansion.

Product-Led Growth becomes AI-Led Growth

The European SaaS market is growing to **€84 billion by 2026**, but the rules are changing. Product-Led Growth (PLG) alone is no longer sufficient — companies leveraging AI for CAC/LTV optimization, churn prediction and MRR forecasting achieve **2.8x faster growth**. The difference lies in intelligent systems that analyze user behavior in real time and automatically convert it into revenue. European SaaS scale-ups investing in AI growth architecture now are building a lead that is hard to catch up with.

€84B

European SaaS Market

Expected market size 2026 (Gartner)

2.8x

Faster Growth

SaaS companies with AI-driven PLG vs. traditional

47%

Lower Churn

Through predictive churn models (McKinsey 2024)

3.1x

Higher LTV

AI-optimized onboarding and expansion revenue

“The next generation of SaaS winners doesn’t just build great products — they build intelligent growth engines around their product.”

The SaaS Growth Suite

Five AI components that together optimize the complete SaaS growth cycle — from acquisition to expansion.



- **PLG Optimization**

AI-driven product-led funnels that maximize free-to-paid conversion based on in-app behavioral patterns.

- **CAC/LTV Intelligence**

Predictive models that forecast customer acquisition cost and lifetime value per cohort and optimize budget allocation.

- **Churn Prediction Engine**

Machine learning that predicts churn risk 60 days ahead based on usage patterns, support tickets and engagement.

- **MRR Growth Automation**

Automated upsell and cross-sell workflows triggered by product usage signals and expansion indicators.

- **SaaS Analytics Dashboard**

Real-time insight into MRR, ARR, net revenue retention, cohort analysis and unit economics in a single view.

Cross-cutting: Product-Led AI and Revenue Intelligence are integrated into all components for maximum SaaS growth.

From freemium to enterprise revenue

How AI transforms the entire product-led growth cycle — from sign-up to expansion.

1 Intelligent Onboarding

AI analyzes user behavior during the first 7 days and personalizes the onboarding journey. Users who get stuck receive proactive help; power users are fast-tracked to premium features. Result: 34% higher activation.

2 Predictive Upsell Timing

Machine learning predicts the optimal moment for upsell based on feature adoption, team growth and usage intensity. No random upgrade prompts, but data-driven conversion at the moment the user is ready.

3 Expansion Revenue AI

Identify accounts with the highest expansion potential. AI combines product usage data, firmographic signals and engagement metrics to flag enterprise-ready accounts for your sales team.

Prevent churn, accelerate growth

How predictive AI brings your net revenue retention to 120%+.

1 Early Warning System

AI detects churn signals 60 days in advance: declining usage, support escalations, login frequency drops. Your customer success team automatically receives alerts with recommended intervention strategies per risk category.

2 Dynamic Pricing Intelligence

AI-driven price optimization that determines the optimal pricing strategy per segment, cohort and usage profile. From usage-based pricing to value-metric analysis — maximize revenue without creating friction.

3 Cohort Performance AI

Deep analytics per acquisition cohort: which channels deliver the highest LTV? Which onboarding variants convert best? AI identifies patterns that manual analysis misses and adjusts your growth strategy.

From dashboards to autonomous SaaS growth

Traditional SaaS analytics shows what happened. **Agentic Growth Systems** take action. W69 designs systems where AI agents autonomously initiate churn interventions, optimize pricing and qualify expansion opportunities — 24/7.

1 Usage Pattern Analysis

AI agents continuously monitor product usage and identify patterns that correlate with conversion, churn or expansion.

2 Automated Interventions

Based on real-time signals, agents automatically initiate the right intervention: onboarding help, feature discovery or customer success escalation.

3 Revenue Optimization

Agents optimize pricing, packaging and upsell timing based on individual user behavior and cohort benchmarks.

4 Continuous Learning

Every outcome — conversion, churn, upsell — refines the models. Your SaaS growth engine gets smarter every week.

Your SaaS AI Readiness Score

Where does your SaaS company stand on the spectrum from manual growth to AI-driven growth engine? The Growth Navigator™ assessment provides the answer in 5 minutes.

Explorer

10 – 20

Growth is campaign-driven. Churn is addressed reactively. Pricing is static. Little data integration between product and marketing.

Builder

20 – 35

First automations are running. Product analytics are integrated. Churn is monitored but not yet predicted. Ready for AI acceleration.

Leader

35 – 50

AI drives the entire SaaS growth cycle. Predictive churn, dynamic pricing and autonomous expansion — growth is a system.

Start your Growth Navigator™

Discover the AI maturity of your SaaS growth process in 5 minutes.

w69.nl/en.html#navigator

W69 PROOF™



✓ Enterprise-Grade

✓ GDPR Compliant

✓ NDA-Protected

Every system W69 delivers carries the W69 Proof™ seal — your guarantee for architecture, scalability and measurable results.

What you receive:

Strategic Assessment · Architecture Roadmap · Implementation Plan

■ We respond within 24 hours

“We don’t build for today’s MRR, but for the scalable SaaS growth of tomorrow. Your product deserves a growth architecture that scales with it.”

NEXT STEPS

Ready to get started?



Scan for Navigator™

- 1 Scan the QR code**
Or go to w69.nl/en.html#navigator
- 2 Complete the Navigator™**
5 minutes, no registration required
- 3 Receive your AI Readiness Report**
Including personalized recommendations
- 4 Strategic conversation**
We discuss your results and opportunities
- 5 Implementation roadmap**
Concrete steps toward AI-driven growth



W69 AI Growth

AI-Powered Growth, Marketing & Sales
SaaS & Software

w69.nl · hello@w69.nl · Amsterdam

 +31 6 2797 3800