Relay AI Sample Report

Relay AI helps teams automate repetitive work across the systems they already use.

Executive readout: Is product usage becoming repeatable and economically sustainable?

Workflow volume is up 42%, but repeat use is concentrated in a small group of accounts.

Signal

Most accounts try Relay, but do not build a repeat usage habit.

Evidence

The top 15% of accounts generate 68% of workflow runs, while most accounts show limited repeat usage.

Business implication

Usage growth may be coming from a small group of power users, not broad customer adoption.

Recommended action

Make a repeat run within seven days the activation milestone. Update onboarding and customer-success triggers to help more new accounts reach it.

Validate

Run a targeted onboarding test. Scale it only if it increases seven-day repeat use and those accounts show stronger 30-day retention, expansion, or contribution margin.

What Relay does

Relay AI connects the business systems a team already uses to automate repetitive work.

Example: when a new lead arrives, Relay adds it to the CRM and alerts the right sales owner.

Contents

03	Executive summary	Main finding, metrics, and next step
04	Key signals	First use, CRM connection, and margins
05	Adoption quality	Repeat-use funnel and signup cohorts
06	Repeat-use model	Logistic regression on four early behaviors
07	Economic sustainability	Revenue, variable cost, and margin by workflow
08	Onboarding test	A/B test setup and contribution scenario
09	Conclusion	Decision conditions and modeled upside

Executive summary

Usage grew 42%.
Only 35% of accounts run a workflow again within seven days.

Run an A/B test for the inbound-lead handoff workflow. Assign new accounts to either the current onboarding or a version that walks them through connecting their CRM and running the workflow again within seven days. Measure the effect on seven-day repeat use, day-30 activity, and contribution margin.

Key metrics

42%
more workflow runs
in August vs. July

35%
repeat within seven days
1,680 of 4,800 accounts

52.5%
contribution margin
August, before overhead

01 **Usage is concentrated.**

720 accounts generate 68% of August runs. Only 1,680 of 4,800 accounts completed a second run within seven days. The growth is not yet broad across the account base.

02 **Connection is the first thing to test.**

58% of accounts with a live connection before their first run run the workflow again within seven days, compared with 22% of accounts without a connection. That does not prove connection causes repeat use; it gives the team a specific onboarding change to test.

03 **Not all volume is equally valuable.**

Lead-routing accounts deliver 70% contribution margin; document-processing accounts deliver 20%. More runs only help the business when the workflow can support them economically.

Next step

Run the A/B test for inbound-lead handoff onboarding. Keep the new flow only if it improves seven-day repeat use, day-30 activity, and contribution margin.

Key signals

90% complete a first workflow. 35% run it again within seven days.

The data points to one onboarding problem: first use is not reliably becoming repeat use.

01 **First use is common. Repeat use is not.** **35%**

90% of accounts complete a first workflow, but only 35% run it again within seven days. The adoption gap begins after the first successful run.

02 **A connected system changes the picture.** **36.5 pp**

Accounts connected before their first run have a 58% repeat rate, versus 22% for accounts without a connection: a 36.5-point gap. Account readiness may explain part of the difference.

03 **Not all workflow volume is equally valuable.** **70% CM**

Lead routing: 23% of runs, 30% of revenue, 40% of contribution, 70% margin.

Document processing: 34% of runs, 20% of revenue, 8% of contribution, 20% margin.

Data analyzed

- Signups and first workflow data
- First run and seven-day repeat use
- CRM connection before first run
- Day-30 activity, monthly runs, revenue, variable cost, and contribution margin

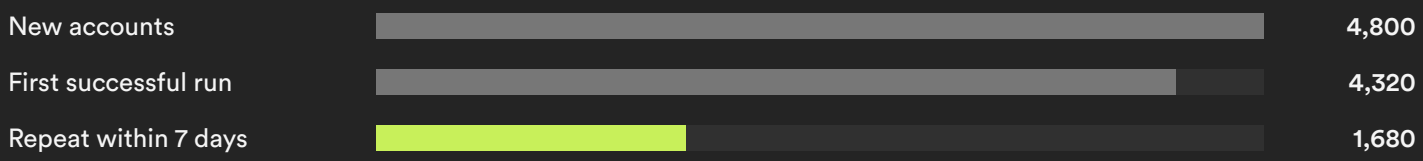
Adoption quality

The drop-off comes after the first run.

Workflow runs grew from 2,400,000 to 3,408,000. But only 35% of new accounts ran a workflow again within seven days of their first successful run.

From trial to repeat use

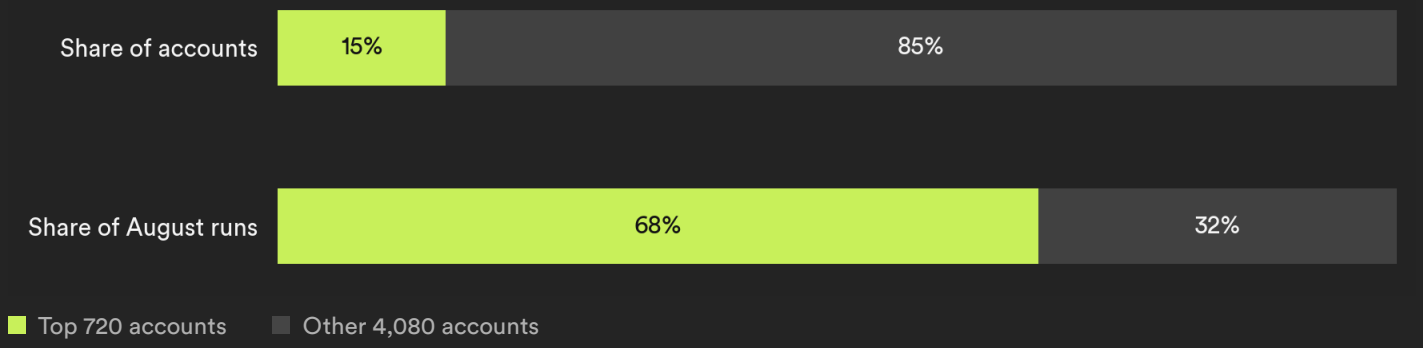
4,800 new accounts



2,640 of 4,320 first-run accounts do not repeat in the seven-day window. A later repeat can still occur.

720 accounts drive most of the volume

August 2026



Adoption by signup cohort

Every account observed for 30 days

Cohort	Accounts	First run	7-day repeat	Day-30 active
May	1,440	90%	503 / 1,440 (35%)	60%
June	1,440	90%	502 / 1,440 (35%)	59%
July 1-20	1,920	90%	675 / 1,920 (35%)	61%

Repeat: a successful run of the same workflow on a different day, within seven days of the first. Day-30 active: a successful run during days 24-30 after signup. Rates use all accounts in each cohort. Monthly concentration and onboarding rates measure different behaviors.

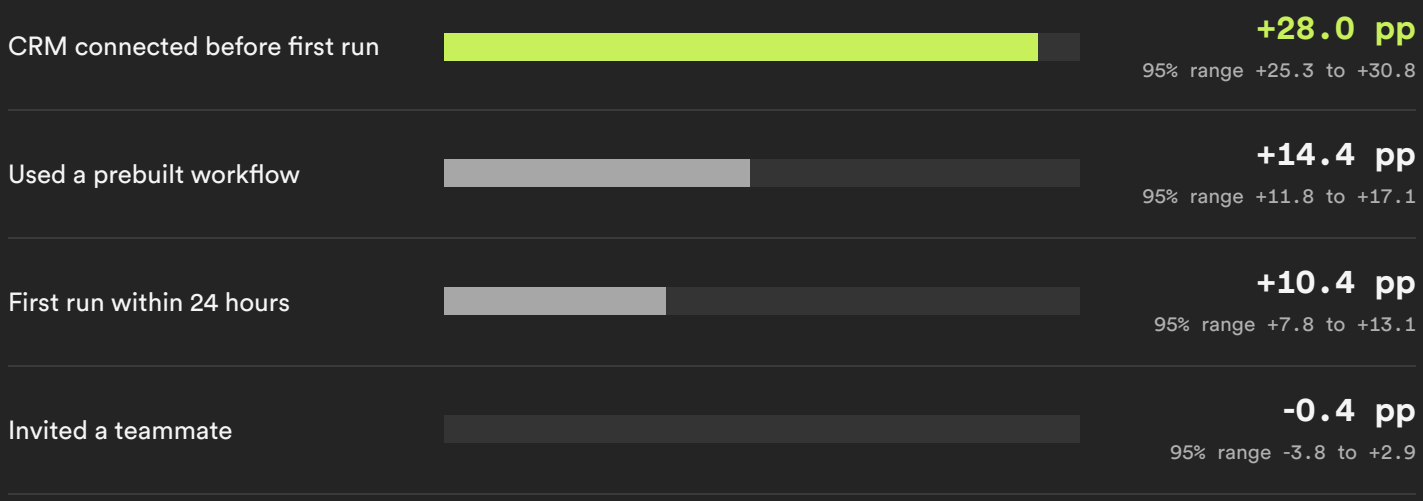
> **Action**
>
> Define activation as a second workflow run within seven days. Then compare activation rates across workflow types and signup cohorts to identify where new accounts are most likely to come back.

Repeat-use predictor model

We tested four early signals of repeat use. CRM connection was the strongest.

Logistic regression on 4,320 accounts that completed a first workflow. We tested connection, time to first use, templates, and teammate invitation, while accounting for first workflow and signup cohort.

Which early behaviors are associated with a second run?



Longer bars show a stronger link to a second run. Each number is our best estimate; its 95% range shows the plausible size of that link given the data. The teammate result is inconclusive because its range includes zero.

What this tells us

Connection has the largest estimated association with repeat use. Template use and fast first use also show positive links; the model does not establish what caused any of them. Connection is the clearest onboarding change to test.

> **Decision**
>
> Prioritize connection-first onboarding. Randomize it against the current flow on page 8, then keep it only if the repeat-use lift holds without a material increase in support or variable cost.

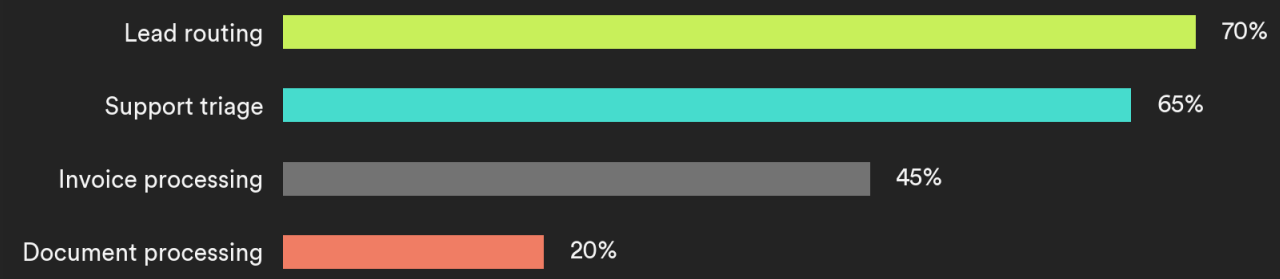
Economic sustainability

The value of repeat use depends on the workflow.

August contribution is $422,590 on $804,480 revenue. The 52.5% blended margin hides a 50-point spread across workflow groups.

Contribution margin by account's primary workflow

August 2026



Account group	Revenue	Variable cost	Contribution
Lead routing	$241,820	$72,546	$169,274
Support triage	$201,120	$70,392	$130,728
Invoice processing	$201,120	$110,616	$90,504
Document processing	$160,420	$128,336	$32,084
Total	**$804,480**	**$381,890**	**$422,590**

Contribution = revenue less model/API, execution, and variable support costs. Excludes fixed payroll, acquisition costs, and overhead; it is not net profit.

> **Decision**
>
> Pilot where unit economics are strongest. More retained activity only pays if incremental contribution exceeds onboarding and support costs.

Onboarding test

Does earlier CRM connection increase repeat use?

Run an A/B test with new accounts that select inbound-lead handoff as their starting workflow.

Test scope	
Question	Does guided CRM connection plus a saved workflow increase seven-day repeat use?
Eligible accounts	New accounts that select inbound-lead handoff before being assigned to a test group.
A: Current flow	Existing onboarding.
B: Test flow	CRM setup guide, saved workflow, and a day-three reminder when there is no second run.
Success measure	Percentage of assigned accounts in each group that rerun their first workflow within seven days of their first successful run.
Secondary checks	Day-30 activity, contribution per assigned account, run failures, and support burden.
Adopt if	Repeat use rises by at least 10 points without worse contribution per account; verify paid retention before full rollout.
Timing	Enroll roughly 390 eligible accounts per group, then follow every enrolled account for 30 days.

Extrapolated first-year contribution increase after rollout

$71k-$142k

At 425 eligible new accounts a month, a 10-point repeat-use lift would add about 43 repeaters monthly. The range assumes 25-50% of them stay paying for six extra months at today's lead-routing margin. This is an extrapolation, not a measured return; added onboarding and support costs are excluded.

Conclusion

Test guided CRM connection. Scale only if the economics improve.

Only 35% of accounts run a workflow again within seven days. CRM connection is the strongest early signal in the model, but that does not show it causes repeat use.

Decision

Run the inbound-lead handoff A/B test. Require a 10-point repeat-use lift, then confirm paid retention and contribution per account before full rollout.

Extrapolated first-year contribution increase

$71k-$142k

Conditional on the repeat lift and six extra paid months for 25-50% of additional repeaters.
Before added onboarding and support costs; not a forecast.