Data Storytelling

NordicFlow CRM

Context of NordicFlow CRM

Copenhagen, Denmark · 120 accounts · 4 European markets · 2026

Founded in 2019 in Copenhagen, NordicFlow is a B2B SaaS CRM platform for European SMEs (20 to 300 employees). The company positions itself as a GDPR-first alternative to companies such as HubSpot, Pipedrive, and Salesforce. NordicFlow has 120 active accounts across four markets and faces the challenge of transforming superficial use into deep adoption.

Total Accounts in 2026

120

Total Events

12.904

Activation Rate

15,83%

Unique Users

6.784

Activate Markets

Nordic · Central Europe
Southern Europe · UKI

Product Capacity

Pipeline · Deal tracking · Activity logging · Workflow automation · Collaboration

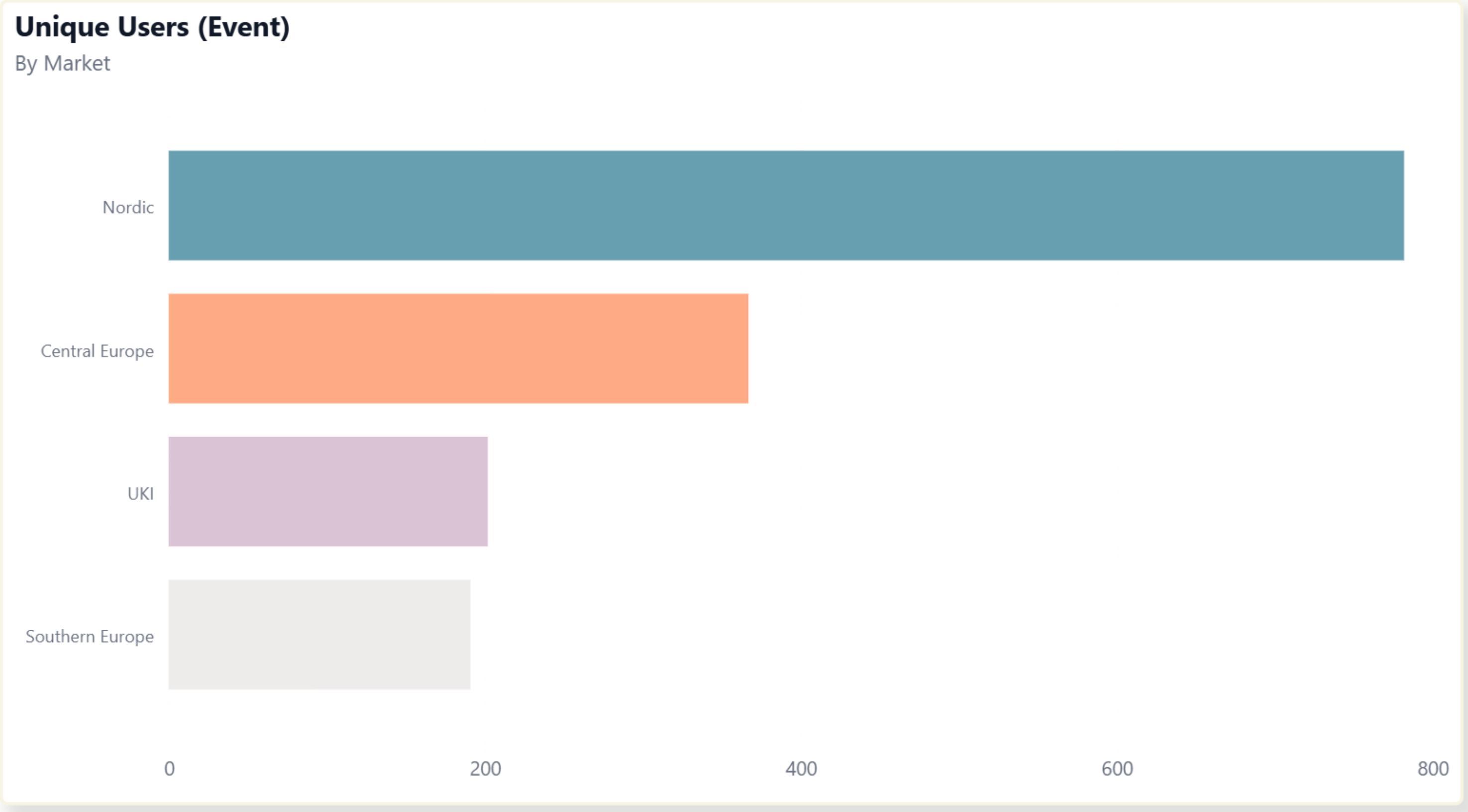
Central challenge to face

NordicFlow CRM exhibits significant variation in product adoption: Some integrated accounts fail to utilize the **CRM** effectively, managing it solely as a **sales recording system**, while others generate superficial activity without creating real value. Early churn among smaller accounts is often due to a lack of understanding of **time-to-value**, not necessarily because of a lack of platform functionality.

Executive Overview - Market

Nordic generates +49% of all events · market dependence

Events by Market – Total : 12.904 · 2026



- Reviewing success stories in the **Nordic market** is key to understanding the changes in the markets where **NordicFlow operates**. Therefore, as a quick solution, we will seek to **reduce the percentage** of activity in the Nordic market to increase it in other secondary markets.

Number of events held for each market

- **Nordic** (782 Deals) – 50.7% of Total
- **Central Europe** (367 Deals) – 23.8% of Total
- **UKI** (202 Deals) – 13.1% of Total
- **Southern Europe** (191 Deals) – 12.4% of Total

Year 2026

- The **Nordic market** is highly dependent on the platforms **offerings**, so its decline could represent a significant **loss of revenue and growth**.

Interpretation

The product is effectively but the adoption process no

Product interpretation and customer use

Deep use is concentrated in few accounts

106.64 events per active account and **5,043 PIPELINE** events (39% of the total) prove that accounts that **adopt CRM** truly integrate it into their sales process. The product delivers value, but only when activated correctly.

Login confused with real engagement

AUTH represents only **890 events** (**7%**), being only basic logins. Due to the non-existence of processes such as a **pipeline** or **automation**, the user only logs into the CRM but does not provide added value since the metric hides real inactivity.

Nordic Show that is possible

6,330 events and **782 deals** in **Nordic** confirm that with the correct **onboarding**, the CRM becomes a sales recording system. This concentration also exposes a strategic risk that must be diversified in the other markets (CE, SE, UKI).

Implication & Solutions

4 Levers to transform the operation

01. Activation first onboarding per segment

Design an activation journey for the 101 inactive accounts, prioritizing high value accounts with early engagement. The goal is to increase an activation rate from 15.8% to 30% and reduce time to value from 5.9 days to 3 days through structured playbooks.

02. Redefine engagement with metrics of real value

Replace **AUTH logins** as the primary engagement metric with value-based events such as **PIPELINE** actions (create_deal, move_deal) and AUTOMATION usage. Events reflect customer adoption using **CRM**, generating results rather than simply indicating whether the platform is visited.

03. Replicate the Nordic model in other markets

Review the playbook generated in **Nordic** and the **activation funnel** (6,330 events - 782 deals), reviewing and applying it to other markets such as **Central Europe and Southern Europe**, managing to increase the percentage of **activation rates** even decreasing that activation rate of the Nordic market.

04. Proactive intervention in 77 inactive accounts

Launch a retention program for **77 inactive accounts** identified in the **last 14 days**. Accounts must be prioritized with a health framework, identifying those that are about to be abandoned and creating an automated reintegration campaign that aims to **reactivate at least 25%** of **inactive accounts**, reducing risks of abandonment and increasing active accounts in the next **quarter**.