

Is Netflix stalling for a bit or slowly sinking?

Netflix recently released [Q1 '22 earnings](#), reporting 10% revenue growth YoY but offering a more muted outlook. The [stock fell 35%](#) the following day and [more than 60%](#) this year. Analysts primary concern centers on Netflix's ability to continue to create content that retains customers, ICYMI, clicking - "play next".

Could you have seen this coming?

The KPIs below were leading indicators for the company's situation.

- Our **users' engagement KPI** shows a stall in the company's growth trajectory compared to 2021, Q1/22 with near **0%** growth, after a 5 year average of over 10% growth YoY.
- For the first time since COVID hit, Netflix **reduced** their **online job posts** by over **15%** QoQ from Q4/21.

Want to look at more metrics like credit card spend, web traffic or social media? [Talk to us](#)

Users' engagement KPI

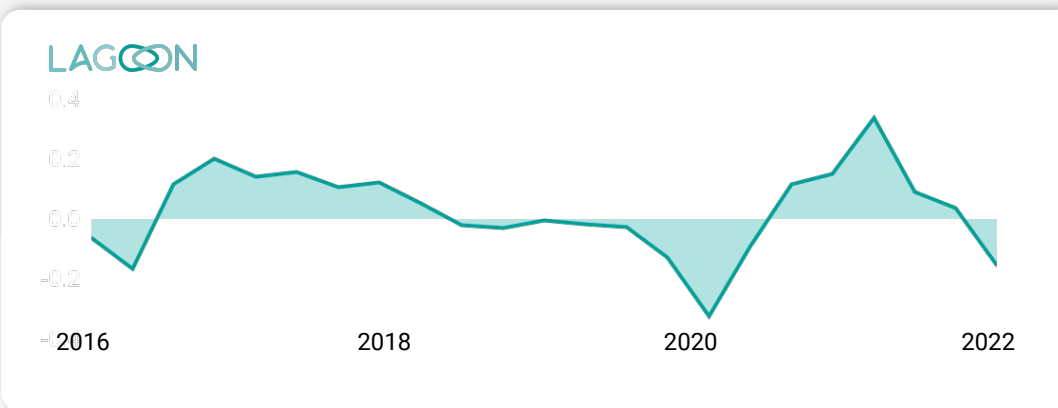


-11%

03/2021 compared to March 03/2022
Web Traffic

Lagoon fusion of alternative data sources: web traffic and app usage data

Job posts % change KPI



-24%

in marketing hires

Lagoon's job posts % change KPI

[Book a demo](#)

Disclaimer - The information and content provided by us ("lagoon", "us", "we") have been collected and gathered from various publicly available sources and other third party sources. We provide the platform and content on an "as is" and "as available" basis, without any warranty of any kind. Amongst other, we expressly disclaim all warranties, whether express, implied or statutory, regarding the platform and its content including without limitation any warranty of merchantability, fitness for a particular purpose, title, security, and non-infringement. No warranties or representations are given, and no liability is accepted, by lagoon in relation to the accuracy, quality, lawfulness, integrity, fairness or completeness of the content or the third party sources. You expressly agree that you assume full responsibility for your use of the platform, reports and its content. This presentation is not an offer to sell or the solicitation of an offer to purchase any security or financial product. Lagoon and its officers do not make any representation or warranty to any prospective investor regarding the legality of an investment by such person under applicable securities or other laws. This document is not, and may not be relied on in any manner as, legal, tax or investment advice.