TOP 5 SaaS METRICS

Monthly Recurring Revenue (MRR)

1

MRR measures the total amount of predictable revenue that a company expects on a monthly basis. Successful SaaS companies track MRR as this reliable metric assists financial projections and planning and measures growth and momentum.

Churn

Churn measures the percentage of people who leave every month. SaaS companies care about churn as it is a good measure of the company's health and long-term prospects.

2

Customer Acquisition Cost (CAC)

3

Customer Acquisition Cost (CAC) is the total cost of sales and marketing efforts that are needed to acquire a customer. It is one of the defining factors in whether your SaaS company has a viable business model that can yield profits by keeping acquisition costs low as you scale.

Average Revenue per User (ARPU)

Average Revenue per User (ARPU) is the average amount of monthly revenue that you receive per user. Understanding ARPU figure is a birds eye view into how well SaaS company is actually doing, especially when breaking down the information by segment and cohort.

4

Lifetime Value (LTV)

5

LTV is the total dollar amount SaaS companies are likely to receive from customers over the life of their accounts. LTV allows SaaS businesses to account for and accurately predict business's revenue and profit.

BraunWeiss

Contact us to help set up your team for success!

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