23 MOST IMPORTANT SAAS METRICS
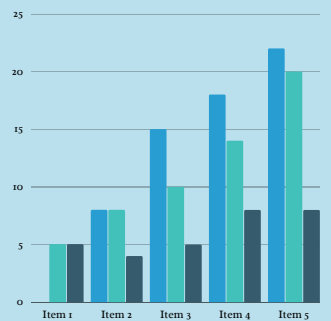
KEY PERFORMANCE INDICATORS

1. CUSTOMER

> The Total Number Of Subscribers
> The Total Number Of Visitors
> The Total Amount of Sign Ups
> New Subscribers / Conversions From Organic Search
> New Subscribers / Conversions From Paid Advertising

2. CHURN

> Conversion Rate
> Number Of Churned Customers
> Customer Turnover Rate
> Churn Expense
> Retention Rate

3. REVENUE

> Avg. Revenue Per Unit (ARPU)
> Monthly Recurring Revenue (MRR)
> Customer Lifetime Value (LTV)
> Net New MRR
> Adsense Income

4. COST

> Customer Acquisition Cost (CAC)
> Cost of Adsense
> Employee Payroll
> Cost Of Goods Sold (COGS)

KPI

5. MANAGEMENT

> Support Tickets Created
> Net Promoter Score (NPS)
> Customer Engagement Score (CES)
> Gross Profit Margin

SaaS

someka