

10 SAAS METRICS YOU NEED TO KNOW

1

TIME TO FIRST VALUE (NEW ACCOUNT AVERAGE - ROLLING 30D)

Average time it takes for new accounts to realize value

Formula

$$\frac{\text{Sum of Time To First Value for New Accounts}}{\text{Number of New Accounts}}$$

2

LOGO CHURN RATE

Percentage of customers who stop using the service

Formula

$$\frac{\text{Number of Customers Lost during a Period}}{\text{Total Number of Customers at the Start of the Period}} \times 100$$

3

AVG TIME TO FIRST RESPONSE (MINUTES)

Average time taken to respond to support tickets

Formula

$$\frac{\text{Sum of Response Time}}{\text{Number of Support Tickets}}$$

4

NPS (ROLLING 30D)

Net Promoter Score over a rolling 30-day period

Formula

NPS Calculation based on Customer Surveys

5

CUSTOMER LIFETIME VALUE (CLV)

Predicted revenue a customer will generate during their entire relationship with the company

Formula

$$\frac{\text{Average Revenue Per User (ARPU)}}{\text{Churn Rate}}$$

6

ACTIVE USERS

Total number of active users

Formula

Count of Active Users

7

CONVERSION RATE

Percentage of website visitors who take a desired action

Formula

$$\frac{\text{Number of Conversions}}{\text{Number of Website Visitors}} \times 100$$

8

PAST DUE PAYMENTS COLLECTED

Percentage of past due payments collected

Formula

$$\frac{\text{Collected Past Due Payments}}{\text{Total Past Due Payments}} \times 100$$

9

ACTIVATION RATE (%)

Percentage of users who have activated their accounts

Formula

$$\frac{\text{Number of Activated Users}}{\text{Total Users}} \times 100$$

10

SUCCESSFUL ORDERS VIA CREDIT (BILL ME) RECEIVED

Number of successful orders received via credit (bill me) payment

Formula

Count of Successful Bill Me Orders