

26 SaaS Metrics Founders Should Be Tracking

Tracking SaaS metrics as a bootstrapped Founder is key to growing your business and helping buyers see the value of what you've built. Here's a look at what metrics we track for our own portfolio.



Revenue-Related SaaS Metrics

- ☐ MRR (Monthly Recurring Revenue)
- ☐ ARR (Annual Recurring Revenue)
- ☐ ARR (Annual Run Rate)
- ☐ TTM Revenue and TTM Profit (Twelve Trailing Months Revenue and Profit)
- ☐ Gross Margin or Gross Profit Margin
- ☐ ARPU (Average Revenue Per User)
- ☐ LTV (Lifetime Value)
- ☐ CAC (Customer Acquisition Cost)
- ☐ LTV (CAC Ratio)

Customer Retention SaaS Metrics

- ☐ Number of Paid Customers
- ☐ Activation Rate
- ☐ Churn Rate

Customer Happiness SaaS Metrics

- ☐ Customer/Conversation Happiness
 - ☐ Median First Response Time
 - ☐ Resolution Time
 - ☐ Replies to Resolve
 - ☐ Positive App Reviews
 - ☐ Cancellation Turnarounds
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Google Analytics

- ☐ SERP (Search Engine Ranking Position)
 - ☐ Number of Visitors by Channel
 - ☐ Trials by Channel
 - ☐ Activations by Channel
 - ☐ Landing Page Conversion Rates
 - ☐ Bounce Rate and Exit Rate
 - ☐ Page Speed
 - ☐ Device Type
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