

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

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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