

# SAAS METRICS CHEAT SHEET

## The 15 Numbers Every Founder Must Know

Automaiva.com · March 2026

### REVENUE METRICS

MRR (Monthly Recurring Revenue)

Total recurring revenue per month

Formula: Customers  $\times$  ARPA

Benchmark: Growth 10-20% monthly (early stage)

ARR (Annual Recurring Revenue)

MRR  $\times$  12

Benchmark: \$0-1M (seed), \$1-10M (Series A), \$10M+ (Series B+)

ARPA (Average Revenue Per Account)

Total MRR  $\div$  Total Customers

Benchmark: \$10-50 (SMB), \$100-500 (mid-market), \$1000+ (enterprise)

### CUSTOMER ECONOMICS

CAC (Customer Acquisition Cost)

Total sales & marketing spend  $\div$  New customers

Benchmark: < 12 months payback is excellent

LTV (Lifetime Value)

ARPA  $\times$  Gross Margin  $\times$  (1  $\div$  Monthly Churn)

Benchmark: 3 $\times$  CAC is ideal

# A

LTV:CAC Ratio

$LTV \div CAC$

Benchmark: <1 (bad), 1-3 (okay), 3 (great), >5 (under-investing)

CAC Payback Period

$CAC \div (ARPA \times \text{Gross Margin})$

Benchmark: <12 months (excellent), 12-18 (good), 18-24 (okay), >24 (risky)

## RETENTION METRICS

Logo Churn

$\text{Customers lost} \div \text{Starting customers}$

Benchmark: <2% monthly (enterprise), <5% (SMB)

Revenue Churn

$MRR \text{ lost} \div \text{Starting MRR}$

Benchmark: <1% monthly (excellent), 1-2% (good), >3% (problem)

GRR (Gross Revenue Retention)

$(\text{Starting MRR} - \text{Churn} - \text{Downgrades}) \div \text{Starting MRR}$

Benchmark: 90%+ (world-class), 85-90% (good), 80-85% (okay)

NRR (Net Revenue Retention)

$(\text{Starting MRR} + \text{Expansion} - \text{Churn} - \text{Downgrades}) \div \text{Starting MRR}$

Benchmark: 120%+ (elite), 110-120% (excellent), 100-110% (good), <100% (problem)

## ENGAGEMENT METRICS

Activation Rate

$\text{Users reaching key milestone} \div \text{Total signups}$

Benchmark: Depends on product, but improve constantly

# A

Stickiness (DAU/MAU)

Daily Active Users ÷ Monthly Active Users

Benchmark: 20%+ (good), 40%+ (excellent), 60%+ (exceptional)

TTFV (Time to First Value)

Minutes/hours from signup to first "aha" moment

Benchmark: <5 minutes (ideal), <1 hour (good), >1 day (problem)

## THE METRICS PYRAMID

**NORTH STAR**



**REVENUE | RETENTION**



**ENGAGEMENT**



**DAILY ACTIONS**

*Download the full guide: [automaiva.com/saas-metrics-101](https://automaiva.com/saas-metrics-101)*

*Suggest a topic*