



# **SaaS Growth Stack Toolkit**

**The essential templates,  
checklists, and  
frameworks for SaaS  
founders**

**[Automaiva.com](https://automaiva.com)**



# A quick reference guide to the key metrics that drive SaaS growth.

## SAAS METRICS CHEAT SHEET

### The 15 Numbers Every Founder Must Know

#### 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 ÷ New customers

Benchmark: < 12 months payback is excellent

LTV (Lifetime Value)

ARPA × Gross Margin × (1 ÷ Monthly Churn)

Benchmark: 3× CAC is ideal

LTV:CAC Ratio

LTV ÷ CAC

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

CAC Payback Period

CAC ÷ (ARPA × Gross Margin)

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



## RETENTION METRICS

Logo Churn

Customers lost ÷ Starting customers

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

Revenue Churn

MRR lost ÷ Starting MRR

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

GRR (Gross Revenue Retention)

(Starting MRR - Churn - Downgrades) ÷ Starting MRR

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

NRR (Net Revenue Retention)

(Starting MRR + Expansion - Churn - Downgrades) ÷ Starting MRR

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



## ENGAGEMENT METRICS

Activation Rate

Users reaching key milestone ÷ Total signups

Benchmark: Depends on product, but improve constantly

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)

## METRICS PYRAMID

**North Star Metric**



**Revenue & Retention**



**Engagement**



**Daily Actions**



# Pricing Model Selector (Quick Decision Guide)

## Ask yourself:

1. How often do customers use your product?

→ Daily? → Flat-rate or Tiered

→ Sporadic? → Usage-based

2. What value do you deliver?

→ Replacing labor? → Value-based or Hybrid

→ Simple tool? → Flat-rate

3. Who is your customer?

→ Individual? → Freemium or Per-user

→ Teams? → Tiered or Per-user

→ Enterprise? → Custom contracts

## CAC / LTV QUICK CALCULATOR

$CAC = \text{Total Sales \& Marketing Spend} \div \text{New Customers}$

$LTV = \text{ARPA} \times \text{Gross Margin} \times (1 \div \text{Monthly Churn})$

Target: LTV:CAC = 3:1

Example (USD):

CAC = \$500

LTV = \$1,500



## SaaS Stack Checklist

- CRM Platform (HubSpot, Pipedrive, Salesforce)
- Marketing Automation (ActiveCampaign, Mailchimp)
- Email Marketing (ConvertKit, HubSpot)
- Analytics (Amplitude, Mixpanel, Google Analytics)
- Workflow Automation (Zapier, Make)
- AI Tools (ChatGPT, Jasper, Notion AI)
- Customer Support (Intercom, Zendesk)
- Project Management (Asana, ClickUp, Linear)
- Design (Canva, Figma)
- Developer Tools (GitHub, Vercel)



# Top SaaS Resources From Automaiva

## **SaaS Metrics 101: The Definitive Guide**

<https://automaiva.com/saas-metrics-101>

## **SaaS Pricing Models Guide**

<https://automaiva.com/saas-pricing-strategy-funnel>

## **SaaS Growth Stack Guide**

<https://automaiva.com/saas-growth-stack>

## **Best CRM for SaaS Startups**

<https://automaiva.com/crm-for-saas-startups-2026>

## **Best AI Tools for SaaS Startups**

<https://automaiva.com/ai-tools-for-saas-startups>

## **Best Workflow Automation Tools**

<https://automaiva.com/best-workflow-automation-tools-for-saas-teams-2026-guide>

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