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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