

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
