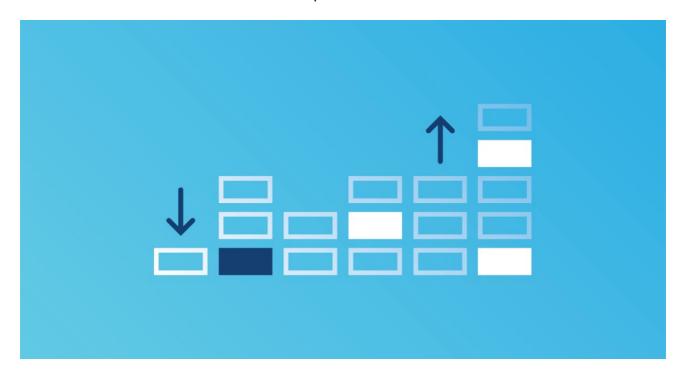
26 SaaS Metrics Founders Should Be Tracking

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.



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

LTV (Lifetime Value)	
CAC (Customer Acquisition Cost)	

LTV (CAC Ratio)

Customer Retention SaaS Metrics

Revenue-Related SaaS Metrics

ARPU (Average Revenue Per User)

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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