

Get Your SaaS KPIs in Order for 2021

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Nov 26, 2020



SaaSCan










OKR

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METRIC

Investor Perspectives

“Stage & investment type drive metric focus

Company Stage	Startup & Early Stage		Growth	Efficiency
	Pre-Seed	Seed	A - C Rounds	D + Rounds
	█			
	█	█		
		█		
		█		
			█	█
			█	
			█	█
			█	
			MRR Backed Debt	

Startup Phase: Founder Perspective

“It’s all about
**product-
market fit**”

>25%

Daily Active Users (DAU)

>70%

Monthly Active Accounts

>0.5

DAU:MAU Ratio

>30%

Net Promoter Score

>100%

Net \$ Retention

Learn more at



Startup Phase: Investor Perspective

“Cash
Renew & Expand
Value to Customers

50-100k
/mth

Net Burn

18
mths

Runway

15 - 25

of Employees

>1-3%

Gross MRR Churn

<2%

Net MRR Churn

Unique

Proxy for Value

“Don’t track 30 things.
Keep it simple.”

Growth Phase: Founder Perspective

“Month over month growth.
Scale everything.”

>6%

Monthly MRR Growth

>3%

Monthly Account Growth

<1.5%

Monthly Logo Churn

>40%

Rule of 40

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Growth Phase: Investor Perspective

“Renew & Expand
Grow Profitably
Grow Efficiently

>125 %

Annual Net \$
Retention

<5%

Annual Logo
Churn

>40%

Rule of 40

>135K

Revenue / Employee

>3X

LTV:CAC

<1

Capital Efficiency
Burn Ratio

Efficiency Phase: Founder Perspective

Layer in efficiency. **Start thinking about profit.**

<12

CAC Payback (Months)

>3

LTV:CAC Ratio

>4

Quick Ratio

>80%

Gross Margin Percentage

>200K

Annual Revenue per Employee

Learn more at



“Measure SaaS metrics **in relation** to one another.

Build a **KPI dashboard** and measure performance over **multiple periods**.

Update the KPI dashboard regularly and make the information **available to key decision-makers**.

Georgian Partners, Growth Stage Investor

Monitor Your Metrics (it's not optional)



76%

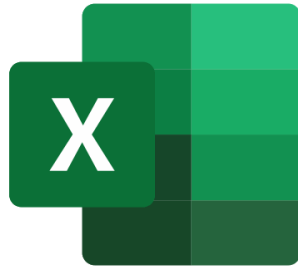
Logo Churn

53%

Net \$ Retention

55%

Gross Retention



Microsoft Excel



Google Sheets



Klipfolio PowerMetrics

Resources

[MetricHQ](#) - Interactive glossary of metrics defined by experts

[PowerMetrics](#) - Analytics platform without the complexity of traditional BI

[SaaSCan](#) - Canadian focused SaaS Metric Research

[SaaS KPIs](#) - Which to focus on at each stage of your growth

[SaaS Metrics 2.0](#) - A guide to measuring and improving what matters

[Keybank](#) - SaaS Benchmarks

[OpenView](#) - Expansion SaaS Benchmarks

[SaaS Capital](#) - Growth Benchmarks for Private SaaS Companies

[Georgian Partners](#) - Metrics that Matter for Growth Stage Startups

[16 Ventures](#) - Customer Centric Growth Insights

[David Kellog](#) - 10 non obvious things about scaling SaaS



Thank you.



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