



Klipfolio MetricHQ

Get ahead of the game with the
SaaS Metrics that matter most.

This is the startup phase. The only thing you should be focusing on here is product market fit.



PRODUCT

>25%

Daily Active Users

>70%

Monthly Active Accounts

>0.5

DAU:MAU Ratio

>30%

Net Promoter Score

>100%

Net \$ Retention

Now lean in and feed the engine. Every part of your funnel should be increasing month over month.



GROWTH

>6%

Monthly MRR Growth

>3%

Monthly Account Growth

<1.5%

Monthly Logo Churn

>40

Rule of 40

Your customers are happy and your scaling. Now it's time to layer in efficiency and start thinking about profit.



EFFICIENCY

<12

CAC Payback (Months)

>3

LTV:CAC Ratio

>80%

Gross Margin Percentage

\$200K

Annual Revenue per Employee

>4

Quick Ratio

Succeed
with data



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Six important SaaS metrics you'll want to track.

Monthly Recurring Revenue

The sum of all subscription revenue expressed as a monthly value.

f Existing MRR + New + Expansion - Contraction - Cancels

CAC Payback Period

The time it takes (in months) for a customer to pay back their acquisition costs.

f Avg(CAC per customer) / (Avg(MRR per customer) X Gross Margin %)

Customer Lifetime Value

The total revenue a business can reasonably expect from a customer.

(Average MRR per customer) X (1 / Logo Churn Rate) X (Gross Margin %)

Logo Churn

The rate at which customers cancel their subscription.

f Count(Churned Customers During Period) / Count(Customers Beginning of Period)

Net Dollar Retention Rate

The sum of all subscription revenue expressed as a monthly value.

f Sum(MRR Beginning of Period + Expansion - Contraction - Cancels) / MRR Beginning of Period

SaaS Quick Ratio

Used to measure the growth efficiency of subscription revenue.

f (New MRR + Expansion MRR) / (Contraction MRR + Canceled MRR)

Keep in mind that metrics can be expressed over different time frames, the most common being monthly and annually (for example: Logo Churn is 2% per month or 21% per year. See more metrics, calculations, benchmarks and examples at **MetricHQ**.

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