



CHECKLIST

Is your SaaS company laser-focused on the metrics that truly drive growth?

In the fast-paced world of SaaS, it's easy to get lost in a sea of data. But not all metrics are created equal. This checklist will help you cut through the noise and prioritize the most impactful data points to track, analyze, and optimize for sustainable growth.

№	METRICS	<input checked="" type="checkbox"/>
1	Customer Acquisition Cost (CAC): How much does it cost you to acquire a new customer?	
2	Lead Velocity Rate (LVR): How quickly are you generating qualified leads?	
3	Customer Lifetime Value (LTV): How much revenue can you expect from the average customer over their entire relationship with your company?	
4	LTV:CAC ratio: Is your customer lifetime value significantly higher than your acquisition cost?	
5	Free trial to paid conversion rate: How effective is your free trial at converting users into paying customers?	
12	Active users: How many users are actively engaging with your product on a daily, weekly, or monthly basis?	
13	Churn rate: What percentage of customers are canceling their subscriptions?	
14	Monthly Recurring Revenue (MRR): How much predictable revenue are you generating each month?	
15	Net Promoter Score (NPS): How likely are your customers to recommend your product to others?	
16	Customer satisfaction: Are your customers happy with your product and support?	