

SaaS Metrics Survey 2023 Cheat Sheet For Companies Under 1M ARR

- Chances are you don't measure all 23 metrics in this survey at your stage, nor are you expected to.
- SaaScan research revealed the top metrics SaaS leaders under 1M ARR should focus on. The ones you can benchmark on this survey are starred. ★
- We recommend you answer those to the extent possible. Beyond that is a bonus! More helpful resources here:

METRICS TO BENCHMARK

Which Customer Acquisition metrics would you like to benchmark?

- CAC Payback Period
- New Customer CAC Ratio
- ★ Customer Lifetime Value to CAC Ratio
- Blended CAC Ratio
- SaaS Magic Number

Which Customer Retention metrics would you like to benchmark?

- Gross Revenue Retention Rate
- ★ Customer Logo Retention Rate

Which Customer Expansion metrics would you like to benchmark?

- ★ Net Revenue Retention Rate
- Expansion Customer CAC Ratio
- Expansion ARR To New/Growth ARR Percentage

Which Operating Efficiency metrics would you like to benchmark?

- Total Gross Margin
- Subscription Gross Margin
- Services Gross Margin
- ★ Company Growth Rate
- Rule of 40
- EBITDA Percentage
- Free Cash Flow Percentage

Which Human Capital Efficiency metrics would you like to benchmark?

- ARR to Employee (FTE) Ratio
- Sales & Marketing Expenses to Revenue Percentage
- G&A Expenses to Revenue Percentage
- R&D Expenses to Revenue Percentage

Which Capital Efficiency metrics would you like to benchmark?

- ARR:Capital Ratio
- Burn Multiple



SaaS Metrics Definitions:

www.Klipfolio.com/metrics

SaaScan Research:

www.saascan.ca/insights