Customer Acquisition Metrics

- New customers
- Expansion MRR
- ACV

Onboarding & Activation

- Onboarding rate
- Stickiness ratio
- Payback period
- Customer churn rate

Monetization

- Monthly recurring revenue (MRR)
- Gross margin
- ARPA (Average revenue per account)
- CLTV (Customer Lifetime Value)

Retention & Renewal

- Customer renewal rate
- Annual contract value
- Expansion MRR rate
- Net MRR

Top Metrics in SaaS

- Qualified Lead (QL)
- Qualified Opportunity (QO)
- Lead Velocity Rate (LVR) %
- Viral Coefficient
- Bookings
- Customer Acquisition Cost (CAC)
- Customer Success Score
- Cost-to-Service (CTS)

Other Metrics

- Cost per acquisition (CPA)
- Conversion rate
- Cohort retention
- NPS (Net Promoter Score)
- Customer effort score

Tracking these customer acquisition metrics may help guide your strategies. Your SaaS business is successfully drawing in new customers, but the right monetization metrics are important for any SaaS company. Onboarding is critical in the SaaS industry, because your users' experience right after purchase will help determine if they see value in your offering or if they churn. The most impactful metrics at the beginning of a subscription term are customer churn rate, customer renewal rate, and customer acquisition cost.