

SaaS Subscription Metrics Checklist

Step 1: Define Your KPIs

- Identify your primary business goals. (e.g., increase revenue, improve customer retention, expand market share)
- Select the most relevant KPIs. Focus on metrics that provide direct insights into your progress towards your goals.

Essential KPIs:

- MRR (Monthly Recurring Revenue)
- Churn Rate
- LTV (Lifetime Value)

Other important KPIs:

- CAC (Customer Acquisition Cost)
- ARPU (Average Revenue Per User)
- Customer Lifetime

Step 2: Calculate Your Metrics

- Gather the necessary data to calculate your chosen KPIs.
- Use the correct formulas for each metric.
- Consider using online calculators or tools to simplify calculations (PayPro Global offers free online SaaS calculators for this purpose)

Remember: Tracking and analyzing your subscription metrics is an ongoing process. Continuously monitor your data, adapt your strategies, and strive for improvement to achieve sustainable growth for your SaaS business.

Step 3: Choose the Right Tools

- Select a subscription management platform that meets your needs.

Consider factors like:

- Ease of use
- Integration capabilities
- Reporting and analytics features
- Automation capabilities

Step 4: Set Up Tracking Systems

- Integrate your payment gateway with your CRM.
- Implement a dedicated analytics platform.
- Set up automated data collection.

Step 5: Analyze Your Data

- Regularly review your data.
- Compare your current performance to your targets.
- Analyze trends over time.
- Segment your data to gain deeper insights.
- Use data analysis techniques like cohort analysis or regression analysis.

Step 6: Take Action

- Use your insights to make data-driven decisions. Adjust your strategies as needed (pricing, onboarding process, customer retention initiatives, product optimization)