Free RFM Analysis Implementation Checklist for SaaS

Use this actionable checklist to execute your RFM analysis, protect at-risk revenue, and drive cross-border expansion without over-engineering your setup.

Phase 1: Data Gathering & Normalization

- [ ] Export raw user activity, login logs, and feature usage from your product analytics tools (e.g., Mixpanel, Amplitude, or Heap).
- [ ] Pull complete transaction histories from subscription billing processors, including transaction timestamps, gross charges, and local currencies.
- [ ] Remove internal staff accounts, staging profiles, duplicate user entries, and unverified free-trial signups from your analytics dataset.
- [ ] Deduct regional sales taxes (VAT/GST) and payment gateway processing fees from all gross transaction totals to calculate true net revenue.
- [ ] Convert all net transaction amounts into your primary reporting currency using foreign exchange spot rates from the specific transaction dates.
- [ ] Map external user IDs across your CRM, database, and payment processors to establish a single unified profile per account.

Phase 2: Recency, Frequency, and Monetary Scoring

- [ ] Define high-signal Recency events, focusing specifically on admin or workspace owner activity rather than passive end-user logins.
- [ ] Calculate Recency by subtracting the timestamp of the last high-signal action from your current audit date.
- [ ] Define Frequency parameters over a 90-day window for product usage or a 12-to-36-month look-back window for annual enterprise renewals.

- [ ] Aggregate net historical revenue per account across all past billing cycles to determine the final Monetary value metric.
- [ ] Run SQL queries using percentiles (NTILE function) to bucket Recency, Frequency, and Monetary metrics into 1-to-5 quintile scores.
- [ ] Combine individual scores into 3-digit RFM codes (e.g., 555 for top tier, 155 for high-spend accounts at risk).

Phase 3: Segment Definition & Workflow Mapping

- [ ] Group accounts into three primary core focus tiers: Champions, At-Risk, and Potential Loyalists.
- [ ] Identify "Champions" (scores 555, 554) as high-value accounts ideal for advisory boards, case studies, and localized cross-border expansion.
- [ ] Identify "Potential Loyalists" (scores 511, 411) as recent buyers or signups who require targeted feature adoption and onboarding flows.
- [ ] Identify "At-Risk" accounts (scores 155, 244) as high-spending accounts showing severe drops in login frequency or billing admin recency.
- [ ] Set up automated Slack or CRM alerts to immediately notify Customer Success managers whenever a top-tier account enters an At-Risk status.

Phase 4: Automated Dunning & Revenue Recovery

- [ ] Connect your RFM segment triggers directly to your billing engine to automate payment retries based on account score.
- [ ] Extend payment retry windows from 3 days to 7 days for At-Risk accounts encountering credit card payment failures.
- [ ] Trigger automated workflows to offer a temporary 15% plan credit or downgrade option when high-value accounts face payment failures.
- [ ] Embed micro-surveys at checkout or within dunning emails to collect qualitative feedback on payment issues or budget adjustments.

Phase 5: Global Expansion & Continuous Optimization

- [ ] Target "Champion" accounts operating on single-seat or base plans with in-app prompts for team seat upgrades or enterprise add-ons.
- [ ] Enable localized checkouts featuring native currencies, regional payment methods (e.g., SEPA, iDEAL), and automated tax handling for international upgrades.
- [ ] Review and adjust your RFM score quintiles every six months to ensure segment bands accurately reflect evolving product usage trends.