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SaaS Metrics Benchmarks

Source: Insight Partners SaaS Marketing Periodic Table · jarrah.agency/blog

HYPER GROWTH
Under $50M ARR and/or >50% year-over-year growth rate

SCALE
Over $50M ARR and/or <50% year-over-year growth rate

CUSTOMER ECONOMICS

METRIC	FORMULA	HYPER GROWTH	SCALE	NOTES
LTV (net) / CAC	{[(Avg rev / account × GM%) / % logo churn] − CAC} / CAC	2–5x	2–5x	*Use gross margin LTV minimum; below 2x destroys value*
CAC Ratio	S&M spend / New & Expansion ACV	< 1	< 1	*Above 1 = acquisition cash-flow negative on revenue basis*
CAC Payback (revenue)	CAC / (first year new customer ACV) × 12	11–15 mo	11–15 mo	
CAC Payback (GM basis)	CAC / (first year new customer ACV × GM%) × 12	14–24 mo	14–24 mo	*More conservative; runs 20–35% longer than revenue basis*
NPS (B2B software)	% Promoters (9–10) − % Detractors (0–6)	25–50%	25–50%	*Above 50 excellent; below 20 warrants investigation*

BOOKINGS & RETENTION

METRIC	FORMULA	HYPER GROWTH	SCALE	NOTES
Annual Gross Logo Retention	Customers that renew / Total customers up for renewal	91%	91%	*~1 in 11 customers churn per year at benchmark*
Annual Gross Dollar Retention	(Last year ACV − Churned ACV) / Last year ACV up for renewal	90%	90%	*Excludes upsells*
Annual Net Dollar Retention	(Last year ACV − Churned ACV + Upsells) / Last year ACV up for renewal	110%	110%	*Above 100% = base grows without new logos*
ACV from New Logos	New ACV / Total booked ACV	60–80%	10–15%	*Mix flips dramatically between stages*
ACV from Renewals	Renewal ACV / Total booked ACV	10–15%	50–75%	
ACV from Expansion	Expansion ACV / Total booked ACV	10–15%	25–40%	

GROSS MARGIN

REVENUE STREAM	HYPER GROWTH	SCALE
All revenue (blended)	74%	74%
SaaS revenues	79%	79%
Professional services	32%	32%

OPEX & PROFIT (% OF REVENUE)

METRIC	HYPER GROWTH	SCALE
CapEx	5–10%	5–10%
S&M margin	35–60%	20–30%
R&D margin	20–30%	15–20%
G&A margin	15–20%	10–15%
EBITDA margin	< 0%	10–30%
Operating cash margin	< 0%	5–25%
Revenue per FTE	$100–200K	$300–400K
New ACV / EBITDA burn	3–5x	N/A

KEY FORMULAS

ACV	Annualised subscription revenue excluding services	ARR	12 × monthly recurring revenue excluding services
CAC (new logo)	S&M expense / # new customers	CAC (blended)	S&M expense / net new customers (new minus churned)
% ACV churn	Churned ACV / last month's ending ACV	% Net ACV churn	(Churned ACV − Expansion ACV) / last month's ending ACV
LTV — Revenue	Avg revenue per account / % logo churn rate	LTV — Gross Margin	(Avg revenue per account × GM%) / % logo churn rate
LTV — Net Margin	Gross Margin LTV − CAC	LTV — Expansion	(Avg expansion revenue per account × GM%)

	/ % logo churn rate

Source: Insight Partners SaaS Marketing Periodic Table (insightpartners.com) · Benchmarks represent portfolio medians · For informational purposes only

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