

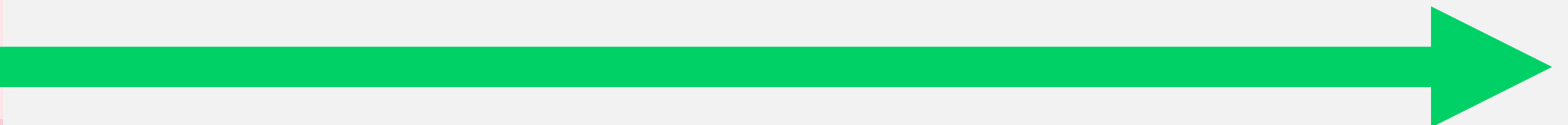
Remarkable SaaS companies measure KPIs in these 4 categories



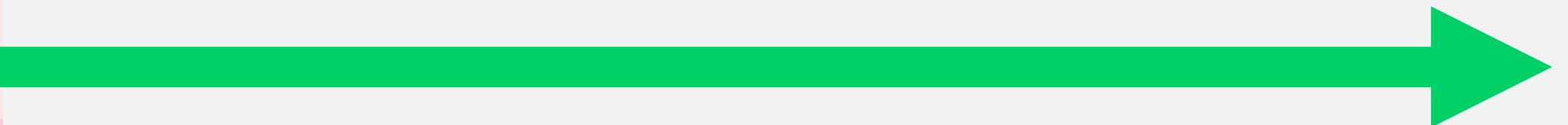
Matthew
Zammit



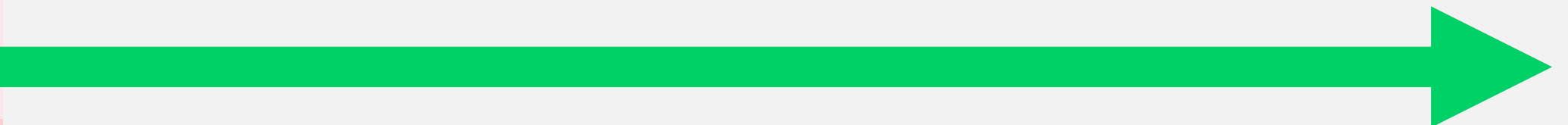
**Tracking analytics
is an essential part
of growing any
business.**



**But how do you make
sure you're covering
all the important
areas in your
business?**



**There are 4 essential
KPI areas you need
to be tracking...**



01

Marketing

Here you'll want to measure the effectiveness of your marketing strategy and the return on investment for the different channels, so you can optimize.

👉 *Key focus: Unique Visitors, Conversion rate*

02

Sales

Sales metrics help you understand the success of your sales team, the value of a customer and the cost of acquiring them.

👉 *Key focus:* Lead Velocity, Customer Acquisition Cost (CAC), Customer Life Time Value (LTV)

03

Customer Success

When your users are able to use your software with success they are more likely to become loyal customers who stick around and keep paying.

👉 *Key focus: Net Promoter Score, Response Time, Resolution time*

04

Revenue

You need to know how your revenue is changing over time and identify any trends. These KPIs put your data in context rather than a simple change month-on-month.

👉 *Key focus: Monthly Recurring Revenue (MRR), Average Revenue Per User (ARPU), Trends*

REMEMBER

Successfully growing a business means tracking important metrics. And these are the 4 major areas you'll want to track:

1. Marketing
2. Sales
3. Customer Success
4. Revenue



What KPI area are you ignoring?

DM me to see how your business
can grow more

Matthew Zammit

