

Top Metrics in SaaS



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Onboarding & Activation

Onboarding is critical in the SaaS industry, because your users' experience with your product right after purchase will help determine if they see value in your offering or if they churn. The most impactful metrics to track through your onboarding and activation flows are:



Onboarding Rate

How many of the new accounts end up experiencing the promise of your product (the "Aha!" moment) for the first time.



Average Onboarding Time

How long it takes to onboard your customers and make them successful.



Net Active Users

Defines users as active when they do something from which they get tangible value, more than just logging in.



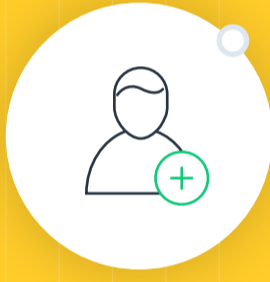
Stickiness Ratio

Daily active users
Monthly active users



Signup to Subscriber Conversion Rate

Paying subscribers
Total signups



Number of New Clients

How many new customers you are adding in a particular time period.



Number of Net New Clients

New customers - Churned customers



North Start Metric (NSM)

Reflects users' engagement and activity levels, important especially for companies that are on a high growth path. It can be anything from bookings, daily active users, total engaged time, number of messages sent, etc. The NSM essentially is an illustration of what makes users stick with your product.



Want to learn more?

Download our eBook:

The Definitive Guide To SaaS Metrics - Episode 2: Onboarding & Activation

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