Metrics for Inspiration

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RARRA Stage	Outcome Focus (What we aim to achieve)	Key Metric (KPI)	Description & Significance	Benchmark (Typical Range)
RETENTION	Product habituation (stickiness)	DAU/MAU Ratio (Daily Active Users / Monthly Active Users)	Measures how often users return to the product within a month. A high ratio (e.g., above 30%) suggests the product is integral to the user's routine.	Good: >20% (SaaS), >50% (social apps).
	User loyalty	Retention Rate (Cohort Retention)	The percentage of users who remain active over a defined period (e.g., 30-day, 90-day retention). Measured by cohort (users acquired in the same period) to track true loyalty.	30-day: SaaS 60–80%, Mobile 20–30%.
	Active usage depth	Usage Frequency	How often a user performs the core recurring action (e.g., uses the search function, saves a document) weekly or monthly.	>1x per week often healthy.
	Lost customers	Customer Churn Rate	The percentage of customers/accounts that stop using or cancel their subscription during a period. Directly impacts MRR/ARR and LTV.	Good SaaS: <5% monthly.
	Session quality	Average Session Duration / Key Feature Usage per Session	Measures not just if the user came back, but how deeply they engaged during their visit.	Product-specific.
	Win-back efficiency	Resurrection Rate	The rate at which previously inactive/churned users are successfully brought back to an active state (often via re-engagement campaigns).	5–15%.
	Voluntary vs. involuntary churn	Categorized Churn	Separating customers who left due to dissatisfaction (voluntary) from those who left due to technical issues or failed payments (involuntary). Critical for focusing PM efforts.	Involuntary <20% of total churn.
	Product reliability & trust (high confidence in product functionality)	Error Rate	A high error rate erodes trust and is a key factor in involuntary churn (churn due to product failure).	<1–2%.
	Deep, meaningful engagement (usage is productive and purpose-driven)	Average Session Duration	Typically measures deep engagement, but an overly long session can be a sign that the user is getting stuck on problems.	Depends on workflow.
	User self-sufficiency (user can solve problems independently)	Support Tickets per User	A high number indicates that the product is unclear or broken. Lowering this improves Retention and reduces operational costs.	<0.1 tickets / user / month.
	Availability & stability (product is always accessible when needed)	System Uptime	The technical foundation of the product. If the system is down, all other metrics collapse, leading to immediate churn.	99.9%+ (SaaS standard).
	Core value achievement (core value is attained reliably)	Task Success Rate	Activation: Measures how successfully a new user achieves the "Aha! Moment." Retention: Ensures core processes succeed in continued use, reducing friction.	>80–90%.
	Efficiency & speed (workflow is fast and effortless)	Time on Task	If the task takes too long, the user abandons it. Slow performance reduces efficiency and raises the churn risk.	The faster the better.
	Frictionless workflow (friction is eliminated at critical points)	Task Abandonment Rate	A direct measure of onboarding friction. If the path to value is abandoned, activation fails.	<10–20%.
ACTIVATION	Core value realization	Activation Rate	The percentage of new users who complete the defined key action that correlates with long-term retention ("Aha! Moment") within the first X days. (e.g., "sent the first message," "created the first dashboard").	B2C app: 20–40%. B2B SaaS: 40–60%.
	Successful start	Onboarding Completion Rate	How many users successfully finish the guided introductory steps. The onboarding process must be directly aligned with achieving the Activation Rate goal.	60–80%.
	Speed to value / time to value	Time to First Key Action (TTFKA)	The time elapsed between registration/first launch and the user completing the activation action. Faster TTFKA means lower friction and higher perceived value.	Shorter is better (<1 day ideal). My own reference is about half a day.
	Immediate engagement	Users who return within 24/48 hours	A return visit soon after the first session is a strong indicator that the user found sufficient value to form a habit or complete a necessary task.	40–60%+ (apps).
	Identifying friction	Drop-off Rate at Critical Steps	The percentage of users abandoning the process at specific, critical points (e.g., connecting a data source, inviting a teammate). High drop-off signals design or usability issues.	<20% per step.
	Product-qualified status	PQL Conversion Rate	The percentage of free users who hit specific usage thresholds that prove they have adopted the core workflow and are now ready for a sales outreach or premium upsell.	20–30%+.
REFERRAL	Willingness to recommend	Net Promoter Score (NPS)	Measures how likely customers are to recommend the product to others on a scale of 0-10. Crucial for understanding overall brand health and advocacy.	SaaS healthy: 30–50+.
	Viral growth potential	Viral Coefficient (or K-factor)	The average number of new users brought in by each existing user. A K-factor above 1.0 indicates that the product grows exponentially on its own.	>1.0 → exponential growth.
	Customer delight	Customer Satisfaction (CSAT) Score	Measures customer happiness with a specific interaction, feature, or support experience. High CSAT often precedes high NPS.	80–90%+.
	Advocacy activity	Referral Program Participation Rate	The percentage of active users who participate in the formal referral program (e.g., sharing a referral link or inviting teammates).	5–20%.
	New user quality	Activation Rate of Referred Users	Measures the quality of the organic traffic. Referred users often have a higher Activation Rate and lower Churn Rate than users from paid channels.	20–30% higher than paid users.
	Public perception	App Store / Review Site Ratings	The average rating and volume of reviews across platforms (e.g., Apple App Store, Google Play, G2, Capterra). Directly affects Acquisition conversion.	4.0+/5.0 is good.
REVENUE	Total customer value	LTV (Lifetime Value)	The total average revenue a customer is expected to generate over their entire relationship. Must significantly outweigh CAC.	3xCAC.
	Recurring cash flow	MRR (Monthly Recurring Revenue)	The predictable, recurring income generated each month. Tracked by source: New, Expansion, Contraction, and Churn MRR.	Trend is key.
	Sustained growth quality	Net MRR Churn	MRR Churn minus MRR Expansion. Achieving Net Negative Churn (expansion revenue exceeds lost revenue from churn) is a hallmark of world-class product management.	Negative churn (≤ -5%).
	Customer worth	ARPU / ARPA (Average Revenue Per User / Account)	The average revenue generated per user or per account. Increasing this often requires successful upsells or price increases linked to value delivery.	Market-dependent, trend > absolute.
	Profitability ratio	LTV:CAC Ratio	A financial health metric that shows the efficiency of the business model. A benchmark of 3:1 or higher is often sought.	≥3:1 is healthy.
	Monetization funnel success	Free-to-Paid Conversion Rate	The percentage of free trial or freemium users who convert to a paying subscription. PM's role is to optimize the value barriers in this journey.	SaaS: 2–5%, B2B higher (10–20%).
	Upsell effectiveness	Expansion MRR Percentage	The portion of recurring revenue growth that comes from existing customers upgrading, adding seats, or purchasing new features.	20–30%+ healthy.
ACQUISITION	Reaching target audience	Traffic Volume	The total number of Unique Visitors to the landing pages, website, or the volume of app installs. Measures the top-of-funnel reach.	No universal benchmark – depends on channel & market.
	Pipeline initiation	Lead Quantity / Quality	The number of potential customers who submit contact information or start a trial/free version. PMs must ensure quality (target ICP) over sheer quantity.	B2B SaaS: 20–40% MQL → SQL conversion.
	Funnel efficiency	Conversion Rate (Visitor-to-Sign-up)	The percentage of visitors who complete the required action to become a registered user. A crucial indicator of the clarity and appeal of the value proposition.	SaaS / app: 2–10%.
	Acquisition cost management	CAC (Customer Acquisition Cost)	The total marketing and sales expenses required to acquire one paying customer. Must be benchmarked against LTV.	SaaS: CAC < LTV/3.
	Source effectiveness	Conversions by Channel	Tracks which channels (Paid Search, Organic, Social, Referral) deliver the highest-quality sign-ups, informing resource allocation.	Organic & referrals usually highest ROI.
	Initial experience	Bounce Rate	The percentage of visitors who leave the landing page without taking any action. A high rate indicates poor targeting or a misalignment between the ad/source and the landing page.	Good: <40%, Poor: >60%.
	Product-qualified leads	PQL Conversion Rate	The percentage of free trial or freemium users who meet specific product usage criteria that signal a high likelihood of becoming paying customers.	20–30%+.