

June 2023

SaaS Metrics Report

QBO Developer LLC

Recurring Revenue
Customers & Churn
SaaS KPIs

SaaS Report Purpose

A visual understanding of data.

Monthly Recurring Revenue (MRR)

MRR demonstrates the predictable revenue stream from subscriptions on a monthly basis. Analyzing MRR growth indicates the scalability and health of the business.

June 2023: MRR was \$84,201.

Churn Rate

Churn rate highlights customer attrition, emphasizing the need to focus on customer retention strategies. High churn can negatively impact revenue growth.

June 2023: Customer Churn Rate was 9%.

Customer Acquisition Cost (CAC)

CAC illustrates the cost-effectiveness of acquiring new customers. Keeping CAC lower than the Customer Lifetime Value (CLTV) is crucial for sustainable growth.

June 2023: Customer Acquisition Cost (CAC) was \$6,000.

Customer Lifetime Value (CLTV or LTV)

CLTV estimates the potential revenue from a customer over their lifecycle. Higher CLTV signifies strong customer value and healthy long-term relationships.

June 2023: Customer Lifetime Value (CLTV) was \$3,682.

Gross and Net Revenue Retention

These metrics measure how well the company retains and expands revenue from existing customers. High retention rates are indicative of customer satisfaction and product value.

June 2023: Gross Revenue Retention was 99%.

June 2023: Net Revenue Retention was 100%.

Trial Conversion Rate

This metric evaluates the success of converting free or trial users into paying customers. A higher conversion rate implies a compelling product and successful user onboarding.

June 2023: Trial Conversion Rate was 83%.

Expansion Revenue

Expansion revenue from upsells or additional purchases by existing customers showcases the success of upselling strategies and product scalability.

June 2023: Expansion MRR was \$900.

SaaS Cash Flow

SaaS Cash Flow shows the money left from your MRR after Cost of Goods Sold and Customer Acquisition Cost (CAC) have been paid for.

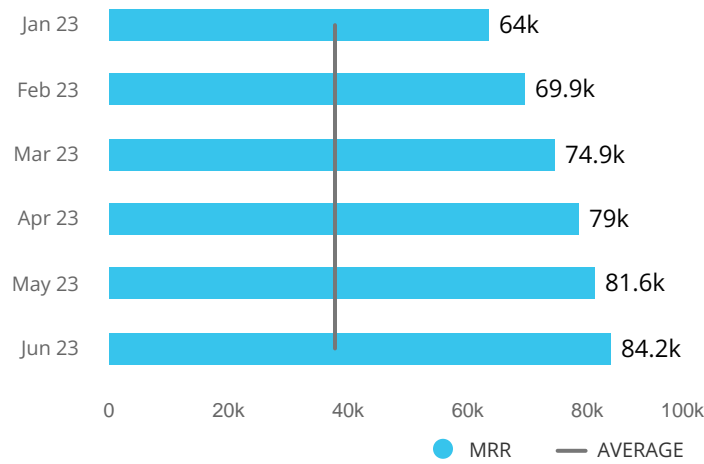
June 2023: SaaS Cash Flow was \$8,474.

Summarizing these metrics collectively provides a holistic view of the SaaS business's performance, aiding in strategic decision-making, identifying areas for improvement, and fostering sustainable growth in a competitive market.

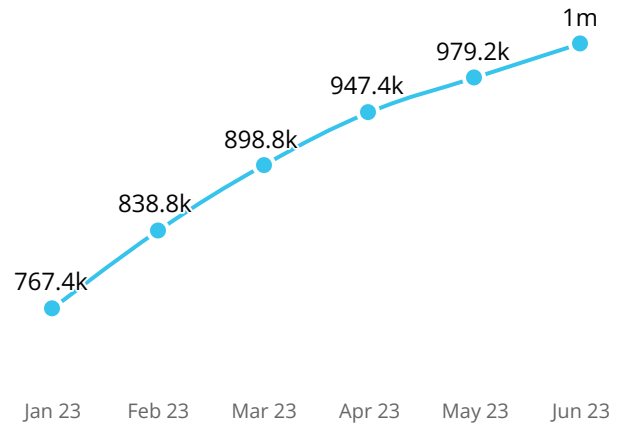
Recurring Revenue

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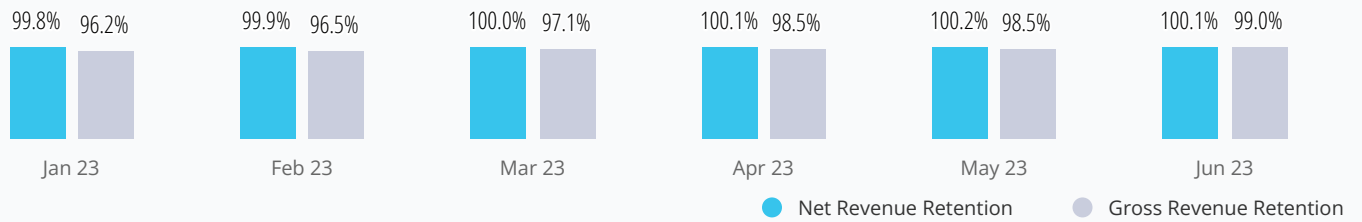
MRR



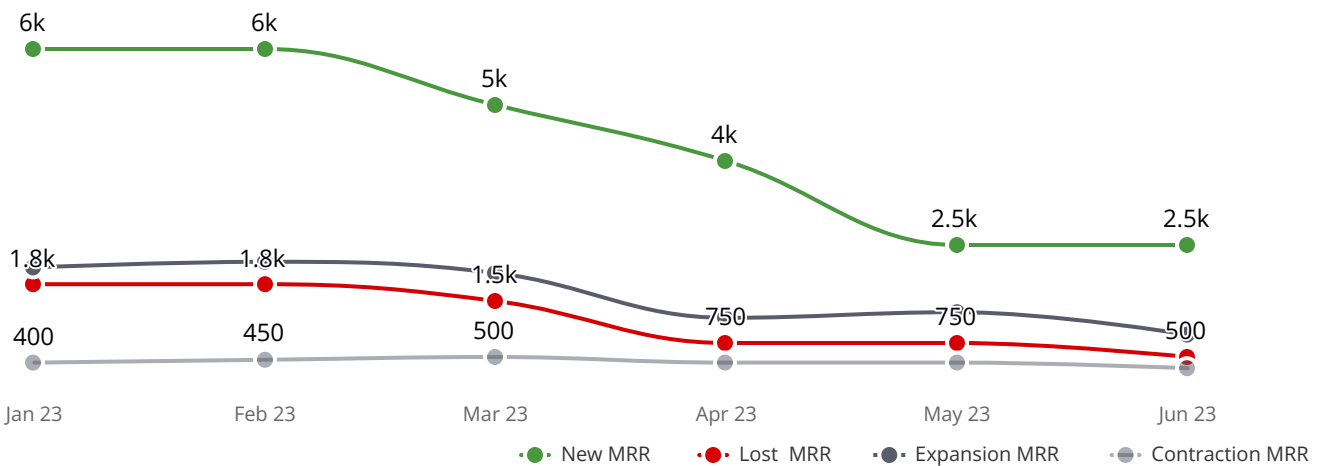
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Net Revenue Retention & Gross Revenue Retention



MRR Structure

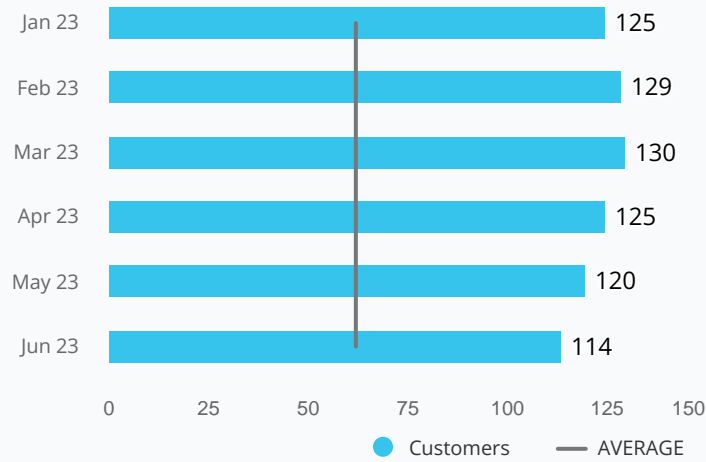


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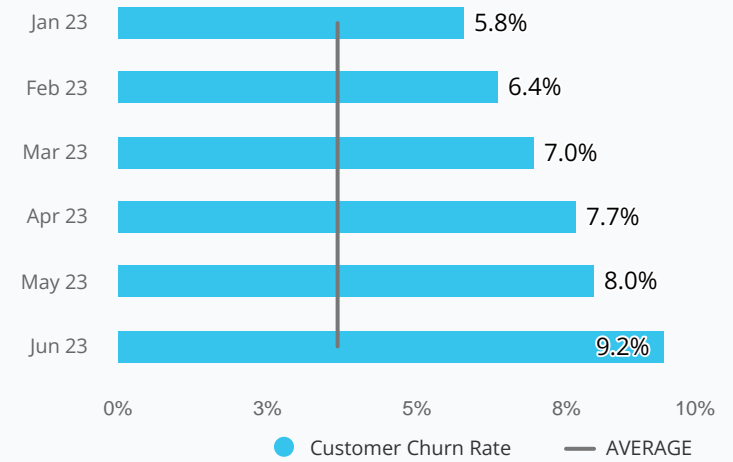
Customers & Churn

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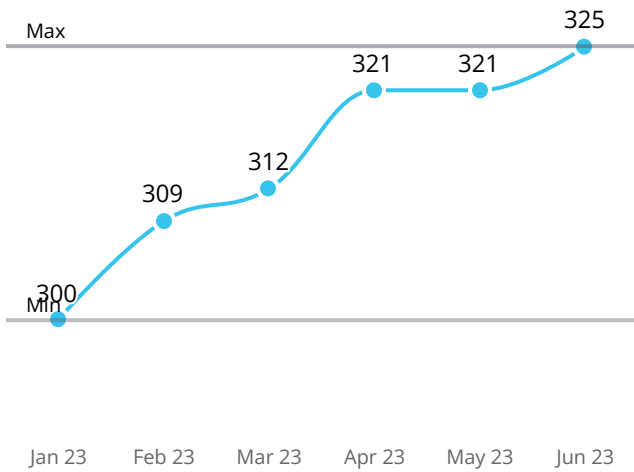
Customers



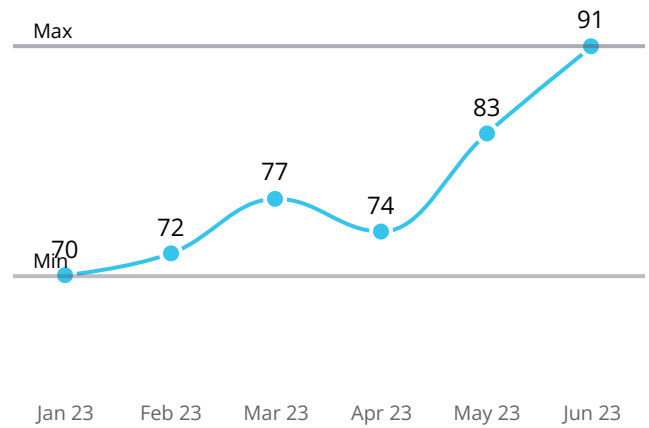
Customer Churn Rate



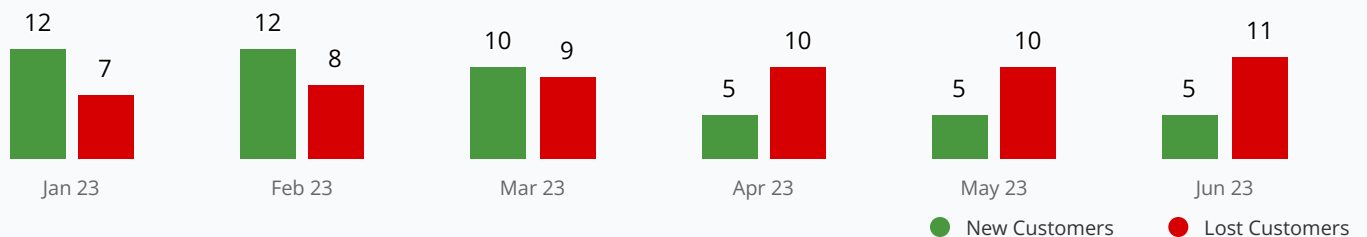
Active Subscribers

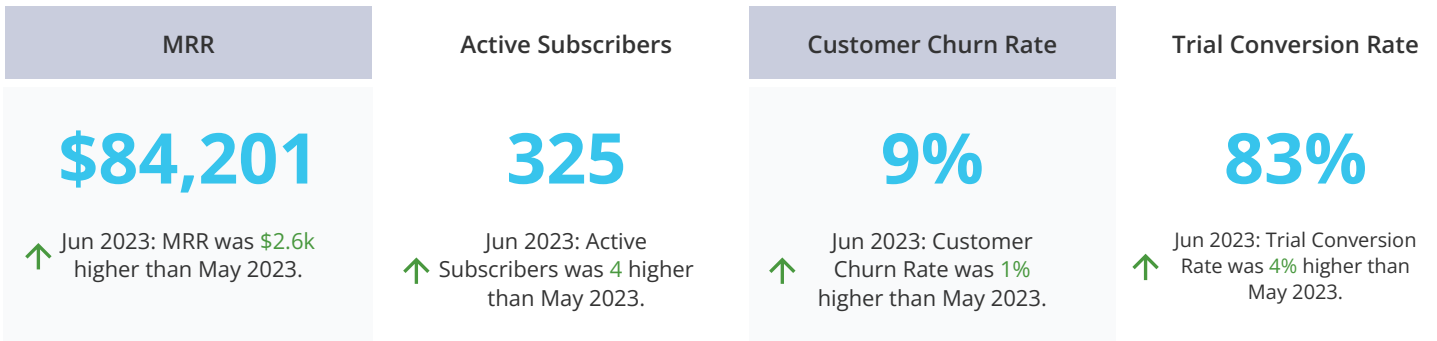


Converted Trials

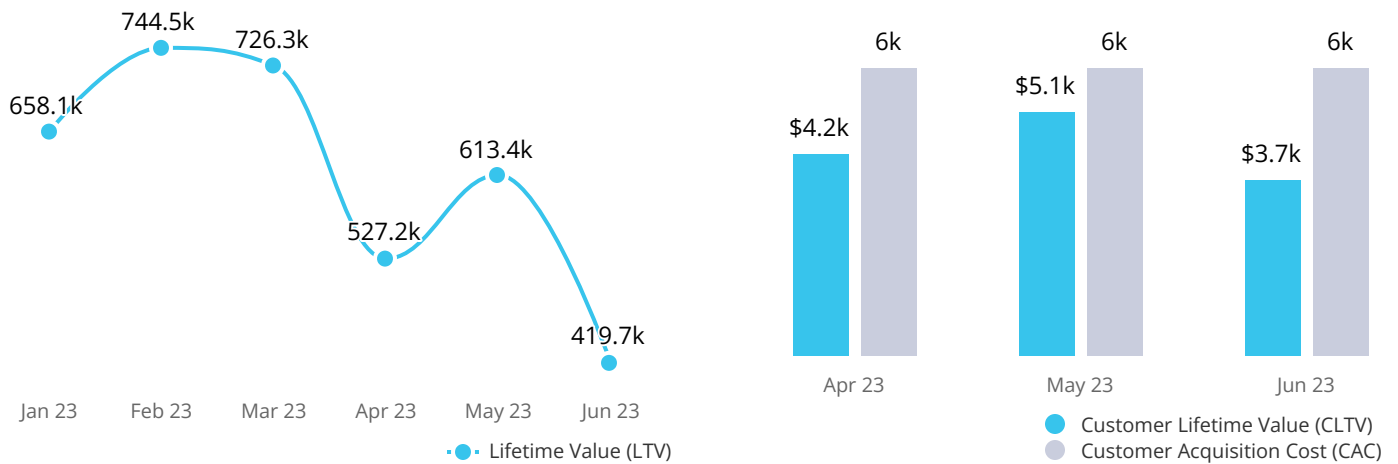


Customers Structure





Lifetime Value (LTV) & Customer Acquisition Cost (CAC)



SaaS Cash Flow

