

Customer Success KPI Template

KPI	Definition	Calculation	Success Indicators
Monthly Recurring Revenue (MRR)	Income that a company can reliably anticipate every 30 days.	$(\# \text{ of customers}) * (\text{Average billing per customer per month})$	Increase in amount
Net New MRR	Net MRR after taking into account new subscriptions, churn, and expanded subscriptions from existing customers	$(\text{New MRR}) + (\text{Expansion MRR}) - (\text{Churn MRR})$	Increase in amount
Revenue Growth Rate	Rate of growth of MRR over previous month.	$(\text{Current MRR}) - (\text{Last month's MRR}) / (\text{Last month's MRR}) * 100$	Increase in rate
Churn Rate	The percentage rate at which customers cancel their recurring revenue subscriptions.	$(\# \text{ of customers cancelling for a given period}) / (\text{Total \# of customer for the given period})$	Decrease in number
Customer Acquisition Cost (CAC)	Cost of acquiring a customer	$(\text{Marketing} + \text{Sales expenses}) / \# \text{ of new customers added}$	Decrease in number
Customer Lifetime Value (CLV)	A prediction of the net profit attributed to the entire future relationship with the customer	$(\text{Average MRR for the customer}) * (\text{Customer Lifetime})$ where $\text{Customer Lifetime} = 1 / \text{churn rate}$	Increase in number
LTV:CAC Ratio	Lifetime Value over Customer Acquisition Cost	LTV / CAC	Should be higher than 3
Months to recover CAC	Time before revenue from an account exceeds cost of acquisition	$\text{CAC} / \text{Avg. MRR per customer}$	Months to recover CAC should be less than 12 months
Inbound Lead Velocity	The rate at which qualified, inbound leads are growing month-over-month	$(\# \text{ of leads in current month} - \# \text{ of leads in the previous month}) * 100\%$	An increase in the rate
Customer Retention Rate	Percentage of customers lost	$[1 - (\text{Customers lost in a given time period} / \text{total number of customers acquired in the same time period})] * 100\%$	An increase in the rate

