Startup KPI Cheatsheets
Financial Metrics

Metric	Description	Stages	Business Models
Monthly Active Users (MAU)	The number of unique users who engage with your product monthly. **Note:** A common caveat here is your Active User definition. It differs from business to business. Some of them define Monthly Active User as a user who opened their app at least once that month. Others consider a user as Active only if they made a conversion (ex: purchase).	All	Marketplace, Subscription-based, IoT, Aggregator
Daily Active Users (DAU)	The number of unique users who engage with your product daily. **Note:** This is the core metric for ad-based businesses that they focus on heavily as it defines their revenue.	All	Ad-based
Customer Lifetime Value (CLV)	The average revenue a business expects from a single customer during their lifetime. **Note:** CLV:CAC ratio should be around 1:4 or more for sustainable growth. As acquisition metrics, it makes sense to track it against different acquisition channels.	Scaling, Established	All
Churn Rate	The percentage of active users who stopped using your product/service in a specified period of time.	Scaling, Established	All
Reactivated Users	Users who begin to purchase, subscribe, or engage with your app again after a long inactive phase. **Note:** It's easier to reactivate such users instead of acquiring new ones because they demonstrated their interest in your product once, and you have their contact details.	Established	All
Average Session Duration	The average amount of time users spend on your website or in your app during one session. **Note:** A vanity engagement metric that is available out of the box in many analytic tools. It can be useful to see user engagement at the early stages.	Prototype, MVP	All
Data Volume	The amount of data collected and available for use per period of time. **Note:** A similar vanity metric for early-stage IoT businesses.	Prototype, MVP	IoT

Retention Rate	The percentage of users who use your app a certain number of days after their first engagement with the product. CRR = ((E-N)/S))*100 E = the number of customers you have at the end of the week/month/year or other duration N = the number of new customers your business made a sale to or acquired in some other way during a given period S = the number of customers you had at the start of the period	MVP, Scaling, Established	All
Average Session Duration	The average number of key actions taken per session or period of time. **Note:** It may reflect the value you bring to your customers. Examples: Monthly Bookings, Daily Purchases, Daily Messages.	Prototype, MVP	All
Net Promoter Score (NPS)	A customer loyalty score is taken from asking customers how likely they are to recommend your product or service to others. NPS = % promoters – % detractors Promoters (score of 9 and 10) Detractors (score of 0 to 6, included) **Note:** Used to evaluate overall user satisfaction and receive feedback.	Established	All

Acquisition Metrics

Metric	Description	Stages	Business Models
Downloads Page Views Sessions	These do not require any explanation basically. **Note:** Not actionable vanity metrics. But they are easy to measure and can be used to evaluate interest to your product at the early stages.	Prototype, MVP	All
Sign-ups	The number of users who signed up for your service (e.g., provided a piece of their personal data). **Note:** Another vanity metric, but more reliable than Page Views, for example. It collects valuable data about users such as email or phone numbe, which you can use later to involve users in your funnel.	Prototype, MVP	All
New Users	The number of new users	MVP, Scaling, Established	All
Conversion Rate Activation Rate	Conversion rate is the percentage of visitors who take the desired action. Conversions don't have to be sales but can be any key performance indicator (KPI) that matters for your business. Activation rate is the rate at which your acquired customers become active customers by initiating an activation event. For example, a user created the first order on a platform. **Note:** Actionable. May indicate bottlenecks in your application. Usually, Conversion Rate is measured for a sequence of actions that lead to the final desired effect (purchase in most cases), which creates a Conversion Funnel. Using Conversion Funnels is an effective way to improve the UX of your product by increasing Conversion Rates at every step. It's important to define the desired action and activation event for your product. Some product owners define signup as their activation event which, doesn't make a lot of sense but allows them to show impressive figures in "active users" graphs in their investor decks.	All	Marketplace, IoT, Subscription-based, Aggregator
Click-Through Rate (CTR)	A click-through rate (CTR) is the ratio of clicks to overall impressions. **Note:** Usually applied to ads like Conversion Rate of Ads. Extremely important for Ad-Based products as it reflects the actual value that Ad-Based businesses bring to their customers. Also can be measured for any other types of businesses that consider paid ads as one of their major acquisition channels.	Scaling, Established	Ad-based
Cost per Signup	The average amount of resources you spend on a new sign-up. **Note:** Very useful in the beginning when you still validate your idea and run experiments that affect your product value assumptions. At later stages, it's better to rely on CAC or CPAU.	Prototype, MVP	IoT, Subscription-based

Customer Acquisition Cost (CAC) Cost per Activated User (CPAU)	The measure of the value a customer has committed to you in contracts or orders. It does not match the revenue you get in the end though. **Note:** It's important to understand that you can measure Contracts Value if you don't have your product ready yet. It helps to validate your business idea at the early stages. Measured vs. Revenue to see how much of contract value converts into actual revenue in the end.	Scaling, Established	Marketplace, IoT, Subscription-based, Aggregator
Virality Coefficient (K-factor)	A viral coefficient is a number that indicates how many new users a current user is referring to your business. This metric is used to measure the organic growth of a company. A viral coefficient of 0.5 means that for every 10 users you acquire (through ads, blogging, affiliates, etc.), you're also getting another 5 on top, which lowers your cost per acquisition. So your main goal is to define a strategy on how to count the number of new users generated from the actions of your existing users. **Note:** Your growth engine to be considered viral, when your Virality Coefficient is greater than 1.0	MVP, Scaling	Ad-Based

Engagement Metrics

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Monthly Active Users (MAU)	The number of unique users who engage with your product monthly. **Note:** A common caveat here is your Active User definition. It differs from business to business. Some of them define Monthly Active User as a user who opened their app at least once that month. Others consider a user as Active only if they made a conversion (ex: purchase).	All	Marketplace, Subscription-based, IoT, Aggregator
Daily Active Users (DAU)	The number of unique users who engage with your product daily. **Note:** This is the core metric for ad-based businesses that they focus on heavily as it defines their revenue.	All	Ad-based
Customer Lifetime Value (CLV)	The average revenue a business expects from a single customer during their lifetime. **Note:** CLV:CAC ratio should be around 1:4 or more for sustainable growth. As acquisition metrics, it makes sense to track it against different acquisition channels.	Scaling, Established	All
Churn Rate	The percentage of active users who stopped using your product/service in a specified period of time.	Scaling, Established	All
Reactivated Users	Users who begin to purchase, subscribe, or engage with your app again after a long inactive phase. **Note:** It's easier to reactivate such users instead of acquiring new ones because they demonstrated their interest in your product once, and you have their contact details.	Established	All
Average Session Duration	The average amount of time users spend on your website or in your app during one session. **Note:** A vanity engagement metric that is available out of the box in many analytic tools. It can be useful to see user engagement at the early stages.	Prototype, MVP	All
Data Volume	The amount of data collected and available for use per period of time. **Note:** A similar vanity metric for early-stage IoT businesses.	Prototype, MVP	IoT

Retention Rate	The percentage of users who use your app a certain number of days after their first engagement with the product. CRR = ((E-N)/S))*100 E = the number of customers you have at the end of the week/month/year or other duration N = the number of new customers your business made a sale to or acquired in some other way during a given period S = the number of customers you had at the start of the period	MVP, Scaling, Established	All
Average Session Duration	The average number of key actions taken per session or period of time. **Note:** It may reflect the value you bring to your customers. Examples: Monthly Bookings, Daily Purchases, Daily Messages.	Prototype, MVP	All
Net Promoter Score (NPS)	A customer loyalty score is taken from asking customers how likely they are to recommend your product or service to others. NPS = % promoters – % detractors Promoters (score of 9 and 10) Detractors (score of 0 to 6, included) **Note:** Used to evaluate overall user satisfaction and receive feedback.	Established	All

Credit: Pavel Demeshchik - CEO of datarockets