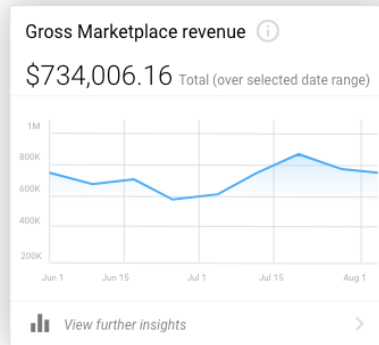# ◪ VENDASTA
SaaS Metrics Cheat Sheet

Gross Marketplace Revenue

What is it? The *estimated* gross revenue that you have brought in via the products in your Marketplace.

How to use it: This metric indicates comparative progress month-over-month. Use this metric to track growth in your revenue as you introduce new products and services to your Marketplace.

❗ The revenue reflected in this chart depends on the set Retail Price of your Marketplace products. By default, Retail Price is set by the vendor (MSRP). If you are selling a product at a different price, make sure to manually set your Retail Price under **Marketplace ⇨ Manage Products**. Choose the product and go to **Product Settings**.

Computation: Product Retail Price x # of Products Sold

Gross Marketplace revenue ⓘ
$734,006.16 Total (over selected date range)

📊 View further insights ›

Driving all of the other key metrics provided in your SaaS Metrics Dashboard will help influence your overall revenue.

Our teams are here to help you grow your business! Get in touch with your Vendasta account manager or contact support at **1-844-955-6650**

Average Revenue per Paying Account (ARPPA)

What is it? The *estimated* monthly revenue brought in per paying account.

How do you use it? ARPPA is valuable for comparing groups or cohorts of accounts per month. Use this metric to understand how much each account contributes on average to your total revenue. This metric can also be used to spot trends in account expansion or contraction, evaluate your pricing plans, and understand how your revenue is evolving over time.

Computation: (Product Retail Price x # of Products Sold)
$$\frac{\text{(Product Retail Price x \# of Products Sold)}}{\text{\# Of Accounts With A Paid Product}}$$

Average revenue per paying account ⓘ
$57.41 Last month

📊 View further insights ›
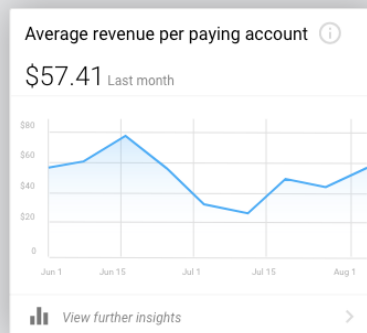
Increasing your clients' basket size can help drive their revenue as well. In addition, selling your clients higher priced products, like an SEO solution, can influence this metric.

Average Basket Size

What is it? This metric indicates the average number of paid products active on accounts with at least one paying account.

How to use it: The higher the basket size, the more solutions your customers are purchasing. A high basket size indicates that you are generating revenue expansion from your existing clients through add-ons, upsells, or cross-sells.

Note that this metric only tracks active paid products. An account with one paid product and three free products will have a basket size of 1.

We recommend aiming for an average basket size of around 4 products per paying account. Our recent research shows that selling an SMB 1 product has a retention rate of only 30% after 2 years. Selling that SMB just 1 more product showed an increased retention rate of nearly 20%, while selling an SMB 4 products shows a retention rate of 80%.

Average basket size ⓘ
2.34 Current

📊 View further insights ›
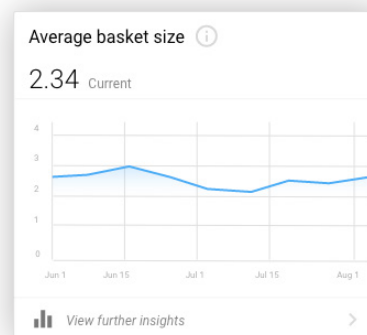
Sell your clients complementary products in a package to help increase their basket size. Products like G Suite, Website Pro and GoDaddy would be a great suite to offer your clients.

Computation: # of Paid Products
$$\frac{\text{\# of Paid Products}}{\text{\# of Paying Accounts}}$$
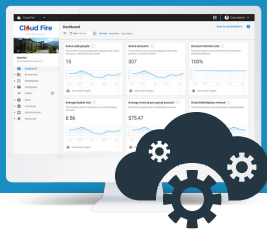
Active Salespeople

What is it? The rolling 30-day number of unique salesperson users who have interacted with Sales & Success Center, engaged with emails in the platform, or have performed sales activities (contacting a prospect, submitting an order, etc.). Each data point in the chart shows the total number of unique salesperson users that have been active in the platform in the 30 days preceding each date across the date range that you select.

How to use it: Use the Engaged Salespeople chart to see how many of your salespeople are taking to expand your clientele and affect the other metrics on the dashboard.

Active salespeople

15 Last 30 days

View further insights

> By assigning more accounts to your salespeople, they will receive email notifications and hot leads when an account does certain actions. These notifications will help engage your salespeople and drive them into Sales & Success Center.

Computation:
For each day: **Distinct # of Salespeople Performing a Tracked Activity Over Last 30 Days**

Engaged Accounts

What is it? The number of accounts that are interacting with your email campaigns, product offerings, or your Business Center. Each data point in the chart shows the total number of unique accounts that have been active in the platform in the 30 days preceding each date across the date range that you select.

How to use it: Dig into this metric to see which of your email campaigns is generating interest, which products your customers are interested in, and which accounts are ready to convert.

Engaged accounts

257 Last 30 days

View further insights
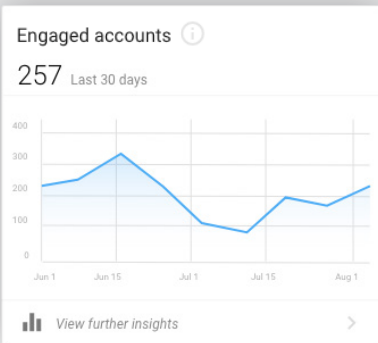
> See which products your customers are interested in, and create a cross-sell or upsell path for them. Analyze emails with high engagement and which part of it drives engagement. Is it the product, the subject, or the call to action? Keep a list of best practices.

Computation:
*For each day:* **Distinct # of Accounts Performing a Tracked Activity Over Last 30 Days**

Account Retention Rate

What is it: This indicates how many accounts have retained their paid products.

How to use it: A high value for this metric indicates that your customers are satisfied and are finding value in your products. This metric is one of the most important indicators of customer satisfaction.

A retention rate of 100% indicates that all of your accounts have kept at least 1 paid product. When an account cancels or does not renew their paid products, the rate will drop, even if that customer is replaced by a new one. As such, this metric indicates retention, not expansion.

Note that this metric only tracks paying accounts. If an account has cancelled its paid products but still has active free products, it will still be recorded as having churned.

Account retention rate

99% Current

View further insights
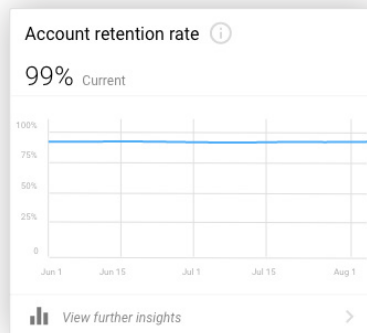
> From our recent research (https://www.vendasta.com/blog/vendasta-client-churn-study), we identified a few actions that can help retain your SMB clients. Some of which include, encouraging engagement, getting them to authenticate GMB and sending proof of performance reports, to name a few.

Computation:
For each month: **% of Existing Accounts Keeping 1 or More Paid Recurring Products** (New Accounts this Month Excluded)