SaaS Scorecard

A practical, executive-ready scorecard to drive weekly focus, surface risks early, and align leadership around what truly matters in a SaaS business.

• A sample SaaS Scorecard with weekly red/yellow/green status

• Clear definitions, targets, and the weekly learning signal behind each metric

• A simple leadership cadence for using the scorecard every week

MagicNumber helps leadership teams move from dashboards to decisions.

Sample SaaS Scorecard

Review weekly. Don't debate the color — debate the cause.

Metric	Target (Green)	Owner	W1	W2	W3	W4
Net Revenue Retention (NRR)	>110%	CS	🟢	🟢	🟢	🔴
Gross Revenue Retention (GRR)	>90%	CS	🟢	🟢	🟢	🔴
New ARR Booked	Plan target	Sales	🟢	🟢	🟢	🟢
Expansion ARR	Plan target	CS	🟢	🟢	🟢	🟡
Churn %	<3% monthly	Finance	🟢	🟢	🟢	🔴
ARR $ / Employee	>200k	Finance	🟢	🟡	🟢	🟢
Marketing Qualified Leads (MQLs)	On/above target	Marketing	🟢	🟢	🟢	🟢
Lead-to-Customer Conversion	>10%	Sales	🟢	🟢	🟡	🟢
Product Adoption Rate	>70%	Product	🟢	🟢	🟢	🟢
Onboarding Activation Rate	>80%	CS	🟢	🟢	🟢	🟢
System Availability	>99.9%	Engineering	🟢	🟢	🟢	🟢
CAC Payback	<12 months	Finance	🟢	🟢	🟢	🟢
LTV : CAC Ratio	>3.0	Finance	🟢	🟢	🟢	🟢

Metric Definitions, Targets & Weekly Learning Signal

These definitions are intentionally practical — written for weekly decision-making, not metric trivia.

Net Revenue Retention (NRR)

Formula	(Expansion + Retained Revenue) / Starting Revenue
Target (Green)	**>110%**
Weekly learning signal	Durable revenue momentum. Combines churn, contraction, and expansion into a single truth signal. If this trends down, investigate retention, pricing, adoption, or customer mix.

Gross Revenue Retention (GRR)

Formula	Retained Revenue / Starting Revenue
Target (Green)	**>90%**
Weekly learning signal	Pure retention strength before expansion effects. If GRR declines, focus on activation, product value, support quality, and segment-level churn drivers.

New ARR Booked

Formula	New ARR from new customers
Target (Green)	**Plan target**
Weekly learning signal	New-logo momentum and pipeline conversion. If consistently red, diagnose ICP, positioning, channel mix, pricing, and sales execution.

Expansion ARR

Formula	Upsell / Cross-sell ARR
Target (Green)	**Plan target**
Weekly learning signal	Value expansion within existing accounts. If adoption is strong but expansion is weak, look at packaging, pricing, and enablement.

Churn %

Formula	Lost ARR / Starting ARR
Target (Green)	**<3% monthly**
Weekly learning signal	Retention risk indicator. Rising churn usually points to weak onboarding, unmet expectations, product gaps, or a segment mismatch.

ARR $ / Employee

Formula	Total ARR / Headcount
Target (Green)	**>200k**
Weekly learning signal	Operating leverage. If this trends down, headcount may be outrunning revenue, or productivity/process maturity is lagging.

Marketing Qualified Leads (MQLs)

Formula	Count of leads meeting ICP criteria
Target (Green)	**On/above target**
Weekly learning signal	Top-of-funnel demand health. If red, validate targeting, messaging, offer quality, and channel efficiency.

Lead-to-Customer Conversion

Formula	Customers / Qualified leads
Target (Green)	**>10%**
Weekly learning signal	Lead quality + sales handoff. If MQLs are green but conversion is red, you likely have ICP mismatch or sales process friction.

Product Adoption Rate

Formula	% active users using core features
Target (Green)	**>70%**
Weekly learning signal	Engagement depth and value realization. If adoption slips, expansion and retention typically follow.

Onboarding Activation Rate

Formula	% of new customers completing activation milestones
Target (Green)	**>80%**
Weekly learning signal	Time-to-value. If activation is red, churn risk rises and CS load increases.

System Availability

Formula	% uptime (rolling 4 weeks)
Target (Green)	**>99.9%**
Weekly learning signal	Reliability and customer trust. If red, quantify impact, communicate transparently, and prioritize stability work immediately.

CAC Payback

Formula	Sales & Marketing Cost / New ARR
Target (Green)	**<12 months**
Weekly learning signal	GTM efficiency. If payback worsens, you may be overspending, mispricing, or targeting a harder-to-win segment.

LTV : CAC Ratio

Formula	Lifetime Value / CAC
Target (Green)	**>3.0**
Weekly learning signal	Unit economics. If this declines, diagnose churn, gross margin, pricing, and acquisition efficiency.

How to Use This Scorecard Weekly

• Review every metric weekly using red/yellow/green status.

• Focus on trends, not single-week noise.

• Red metrics require root-cause analysis.

• Assign an owner and a concrete next step.

• Yellow metrics are early warnings — act before churn.