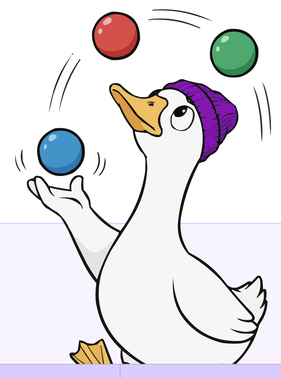
Gather metrics together

↓



tuumo

Metri type / RARRA Stage	Key Metric (KPI)	Current value	Target	Benchmark	Type
Retention	Customer Churn Rate				Lagging Indicators
	Aha! Task Success Rate				Direct (Leading) Indicators
	Time on Task				Direct (Leading) Indicators
	Task Abandonment Rate				Direct (Leading) Indicators
	Support Tickets per User				Direct (Leading) Indicators
Activation	Time to First Key Action (TTFKA) / Time to value				Direct (Leading) Indicators
	Onboarding Completion Rate				Direct (Leading) Indicators
	Activation rate				Direct (Leading) Indicators
	TTEAV Time to Enterprise Admin Value				Direct (Leading) Indicators
Referral	Net Promoter Score (NPS)				Referral Metrics
	Viral Coefficient (or K-factor)				Referral Metrics
Revenue	LTV (Lifetime Value)				Lagging Indicators
	LTV:CAC Ratio				Bridge Metrics
	MRR				Lagging Indicators
Acquisition	CAC (Customer Acquisition Cost)				Bridge Metrics
	Lead Quantity / Quality				Bridge Metrics
Continuous Delivery Indicators	Deployment Frequency				
	Lead Time for Changes				
	Change Failure Rate				
	Mean Time to Recovery (MTTR)				
	eNPS				

