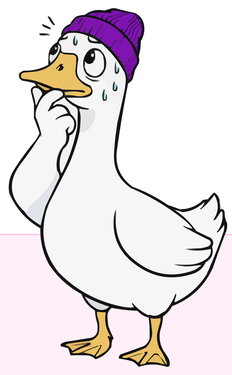
Select your own PRODUCT metrics

↓



tuumo

RARRA Stage	Key Metric (KPI)	Current value	Target	Benchmark	Notes
RETENTION	Customer Churn Rate				
	Aha! Task Success Rate				
	Time on Task				
	Task Abandonment Rate				
	Support Tickets per User				
ACTIVATION	Time to First Key Action (TTFKA) / Time to value				
	Onboarding Completion Rate				
	Activation rate				
REFERRAL	Net Promoter Score (NPS)				
	Viral Coefficient (or K-factor)				
REVENUE	LTV (Lifetime Value)				
	LTV:CAC Ratio				
	MRR				
ACQUISITION	CAC (Customer Acquisition Cost)				
	Lead Quantity / Quality				

RARRA Flywheel

