



# Tyler Elevate Solutions

## KPI Starter Kit


A quick-start guide to the KPIs that matter most for startups—clear definitions, pro tips, and benchmarks.

# Product & Engineering KPIs




Track these metrics to measure how effectively your product delivers value and how efficiently your engineering team operates.

KPI	Definition	Pro tip	Early goal
Activation Rate	Percent of new users who reach your "aha" action within a set window.	Define one activation event per product and measure within 24–72 hours.	25–40% depending on product complexity.
Time to First Value (TTFV)	Average time from signup to first "aha" action.	Strip steps from onboarding; add tooltips and default data. Track by cohort.	Under 1 day for SaaS. Under 5 minutes for simple apps.
Week 1 Retention	Share of new users active again 7 days after signup.	Cohort chart it; fix onboarding before adding new features.	20–30%+ is a good early signal.
Feature Adoption	Percent of active users using a new or core feature.	Instrument a single event per feature; set a target audience.	30–50% adoption for core features.
Deployment Cycle Time	Average time from code commit to production.	Track DORA metrics; automate CI/CD and small batch releases.	< 1 day for web apps; < 1 week for mobile.




### Activation Rate

Focus on getting users to their first "aha moment" quickly. This is the foundation of your product's success and should be optimized before anything else.



### Time to First Value

The faster users experience value, the more likely they'll convert and stay. Minimize friction in your onboarding flow to improve this metric.



### Week 1 Retention

Early retention is a leading indicator of product-market fit. If users don't come back within a week, they likely never will.

# Marketing & Growth KPIs

These KPIs help you measure the effectiveness of your marketing efforts and the efficiency of your growth engine.

1

## Landing Page Conversion Rate

**Definition:** Visitors to signup or qualified lead.

**Pro tip:** Test the offer and proof, not just button color; segment by channel.

**Early goal:** 15–25% for targeted traffic.

2

## Cost per Qualified Lead (CPQL)

**Definition:** Spend divided by leads that meet your criteria.

**Pro tip:** Define "qualified" with Sales; pause channels with CPQL above LTV math.

**Early goal:** Falling trend month over month.

3

## CAC Payback Period

**Definition:** Months for gross margin to recover CAC.

**Pro tip:** Include discounts and churn; use channel-level payback to allocate budget.

**Early goal:** < 12 months early; < 6 months as you scale.

## Signup-to-Activation Rate

**Definition:** Share of signups that hit activation.

**Pro tip:** This ties Marketing to Product; fix onboarding leaks before buying more traffic.

**Early goal:** 40–60% for self-serve products.

## Organic Growth %

**Definition:** Month-over-month growth from unpaid channels that convert.

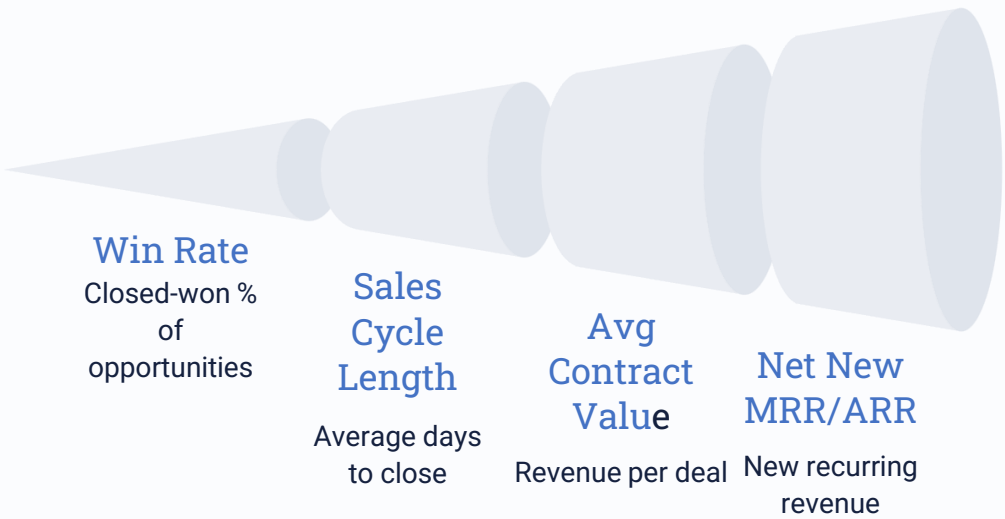
**Pro tip:** Ignore raw followers; track organic traffic to signups and revenue.

**Early goal:** Positive, compounding MoM.

# Sales & Revenue KPIs



These metrics help you understand your sales efficiency and revenue growth trajectory.



3-4x

## Pipeline Coverage

Qualified pipeline divided by quota. Aim for 3–5x; review by segment and stage aging weekly.

20-30%+

## Win Rate

Closed-won deals over qualified opportunities. Disqualify early; run loss reasons by segment to fix fit and messaging.

<60

## Sales Cycle (Days)

Average days from first meeting to close. Track by ACV and channel; remove legal and procurement friction.

## Average Contract Value (ACV)

- **Definition:** Average annualized value per deal.
- **Pro tip:** Price for value; run 3-tier packaging and push annual upfront.
- **Early goal:** Up and to the right with clear tiers.

## Net New MRR/ARR

- **Definition:** New + expansion – churn in a period.
- **Pro tip:** Separate new from expansion to see true engine health.
- **Early goal:** Consistent positive growth; target 10–20% MoM early.

# Customer Success & Retention KPIs

These metrics help you understand how well you're retaining and growing your customer base.



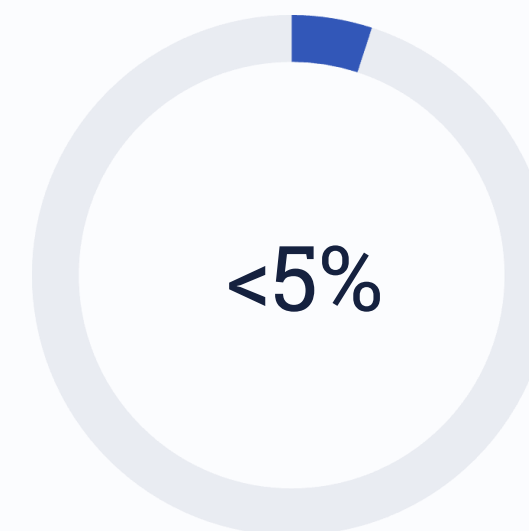
## Net Revenue Retention

Revenue kept plus expansion, minus contraction and churn over a period.  
Land value fast, then drive usage to expansion moments.



## Gross Revenue Retention

Revenue kept before expansion. Fix onboarding and support before chasing upsell.



## Logo Churn Rate

Percent of customers lost in a period. Flag at-risk early with usage drops; run save plays.

## Time to First Response

**Definition:** Average time to first human touch on tickets.

**Pro tip:** Use SLAs and triage; don't over-automate high-value issues.

**Early goal:** < 1 hour business hours.

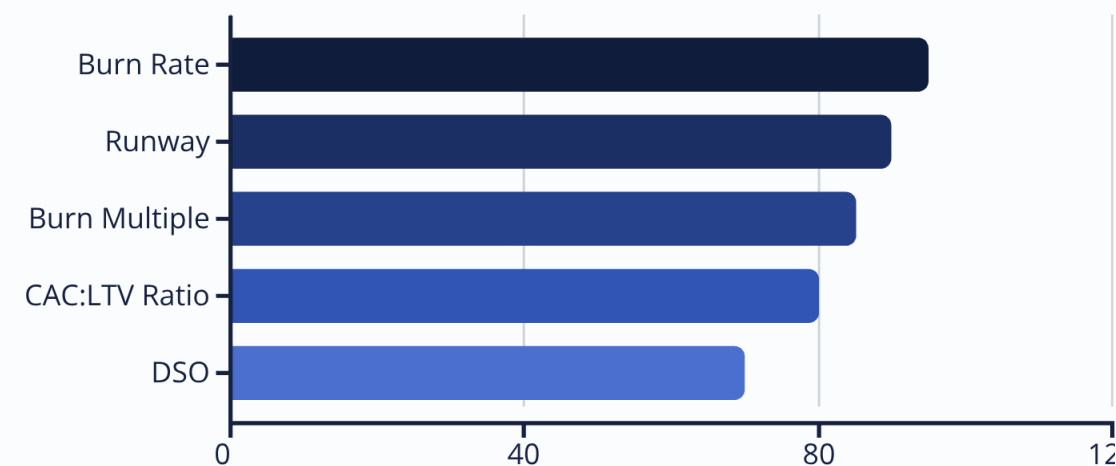
## Time to Resolution

**Definition:** Average time to close a ticket.

**Pro tip:** Track by severity; close the loop in-product with help content.

**Early goal:** < 24–48 hours for most tickets.

# Finance & Operations KPIs



## Burn Rate

**Definition:** Net cash out per month.

**Pro tip:** Track gross and net; scenario plan quarterly.

**Early goal:** Predictable and trending down as revenue grows.



## Runway

**Definition:** Months until cash hits zero at current burn.

**Pro tip:** Maintain a base & downside case; update after big hires.

**Early goal:** 12–18 months minimum.



## Burn Multiple

**Definition:** Net burn divided by net new ARR.

**Pro tip:** Best efficiency metric for funded SaaS; optimize before raising.

**Early goal:** < 1.5 strong, < 1.0 elite.

## CAC:LTV Ratio

**Definition:** Customer acquisition cost versus lifetime value.

**Pro tip:** Use gross margin LTV; revisit with real churn data every quarter.

**Early goal:**  $\geq 3:1$  target.

## Days Sales Outstanding (DSO)

**Definition:** Average days to collect cash after invoicing.

**Pro tip:** Invoice on signature; enable autopay; follow a collections cadence.

**Early goal:** < 45 days.

# HR Operations KPIs



These metrics help you measure the effectiveness of your HR operations and team health.



## Time to Productivity

**Definition:** Days to first meaningful output per role.

**Pro tip:** Define "meaningful output" per role and assign a buddy.

**Early goal:** < 30 days ICs, < 60 days managers.

## eNPS

**Definition:** Employee Net Promoter Score from -100 to 100.

**Pro tip:** Run quarterly. Segment by team and tenure.

**Early goal:** 20+ early is healthy.

# Tracking Your KPIs Effectively

## Define Your North Star Metric

Identify the one metric that best captures the value your product or services deliver to customers and aligns with your business success.

## Create Regular Reporting Cadence

Establish weekly, monthly, and quarterly review processes to analyze trends and make data-driven decisions.

## Set Up Proper Instrumentation

Implement analytics tools that capture all relevant user actions and business metrics automatically.

## Take Action Based on Insights

Use KPI data to identify opportunities for improvement and prioritize initiatives that move key metrics.

"What gets measured gets managed. Choose your KPIs wisely because they will drive your team's behavior and priorities."

**Pro Tip:** Don't track too many metrics at once. Focus on 3-5 key metrics per department that directly impact your current business goals. As your startup matures, you can expand your measurement framework.

# Putting Your KPIs Into Action

Transform your KPI tracking from a reporting exercise into a strategic advantage with these implementation steps.



## Build a KPI Dashboard

Create a centralized, real-time dashboard that gives everyone visibility into key metrics. Update it automatically and make it accessible to the entire team.




## Set Clear Targets

Establish specific, measurable goals for each KPI based on industry benchmarks and your business stage. Review and adjust quarterly.



## Hold Regular Reviews

Schedule weekly metric reviews with department leads and monthly all-hands meetings to discuss company-wide KPIs and progress.

 **Remember:** KPIs are meant to drive action, not just track performance. For each metric that's off-target, develop a specific plan to address the underlying issues.

## Common KPI Pitfalls

- Tracking too many metrics at once
- Focusing on vanity metrics instead of actionable ones
- Not segmenting data to find root causes
- Setting unrealistic benchmarks
- Failing to update KPIs as the business evolves

## KPI Success Factors

- Clear ownership for each metric
- Regular, transparent reporting
- Connecting KPIs to team OKRs
- Celebrating wins when targets are hit
- Using leading indicators to predict outcomes

"The most successful startups don't just track metrics—they build a data-driven culture where decisions are guided by KPIs rather than opinions."



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