

Comprehensive Metrics Guide: Tracking Product Progress and Success

General Metrics for Product Success

1. Customer Acquisition Rate
 - Are you tracking the number of new customers acquired over time?
 - Have you identified the most effective acquisition channels?
2. Customer Retention Rate
 - Are you measuring how many customers stay active over a given period?
 - Do you know why customers leave or churn?
3. Net Promoter Score (NPS)
 - Have you surveyed customers to determine how likely they are to recommend your product?
 - Are you analyzing NPS trends to identify areas for improvement?
4. Customer Lifetime Value (CLTV)
 - Are you calculating the total revenue expected from a customer over their lifecycle?
 - Have you compared CLTV to acquisition costs to ensure profitability?
5. Churn Rate
 - Are you tracking how many customers stop using your product?
 - Do you know which factors are contributing to churn?
6. Monthly Active Users (MAU) / Daily Active Users (DAU)
 - Are you monitoring how many users engage with your product daily or monthly?
 - Can you identify trends in active usage over time?
7. Average Revenue Per User (ARPU)
 - Are you tracking the revenue generated per user?
 - Are there opportunities to increase ARPU through upselling or cross-selling?
8. Feature Adoption Rate
 - Are you measuring how often specific features are being used?
 - Are you identifying which features drive the most engagement?
9. Time to Value (TTV)
 - Are you tracking how quickly users see value after starting to use your product?
 - Do you have initiatives to reduce TTV and improve onboarding?
10. Support Ticket Trends
 - Are you monitoring the number and types of support requests?
 - Are you analyzing support data to proactively address common issues?

Key Metrics by Product Stage

1. Empathy Stage (At this stage, the goal is to validate the problem and understand your users deeply).
 - Customer Interviews Conducted: Number of interviews with target users.
 - Problem Validation Rate: Percentage of interviewees confirming the problem is significant.
 - Customer Pain Score: A qualitative measure of how painful the problem is (e.g., rated 1-10 by interviewees).
2. Stickiness Stage (Here, the focus is on ensuring users return to your product after initial engagement).
 - Retention Rate: Percentage of users returning after their first use (e.g., Day 1, Day 7, Day 30 retention).
 - Churn Rate: Percentage of users who stop using the product.
 - Daily Active Users (DAU) / Monthly Active Users (MAU): Ratio of DAU to MAU as a measure of engagement.
 - Time to Value (TTV): Time it takes for a user to realize the core value of your product.
3. Virality Stage (The focus here is on organic growth and user acquisition through referrals or word of mouth).
 - Viral Coefficient: Average number of new users each existing user brings.
 - Invite Conversion Rate: Percentage of invites sent by users that lead to signups.
 - Net Promoter Score (NPS): Measures how likely users are to recommend your product to others.
4. Revenue Stage (In this stage, the goal is to monetize your product and generate sustainable revenue).
 - Customer Lifetime Value (CLTV): The total revenue a customer generates over their lifecycle.
 - Customer Acquisition Cost (CAC): The cost of acquiring a new customer.
 - ARPU (Average Revenue Per User): Revenue generated per user over a specific time period.
 - Paying User Conversion Rate: Percentage of free users who convert to paying customers.
5. Scale Stage (The focus is on optimizing operations and maximizing profitability).
 - Gross Margin: Revenue minus the cost of goods sold, as a percentage of revenue.
 - Operational Efficiency: Revenue per employee or cost savings from automation.
 - Feature Adoption Rate: Percentage of users actively using new or key features.
 - Support Ticket Trends: Number and types of support requests to ensure scalability of customer support.

Metrics Across Product Stages: A Focus Heatmap

Metric	Empathy	Stickiness	Virality	Revenue	Scale	Why It Matters
Customer Acquisition Rate	High	High	High	Medium	Low	Critical to validate demand and drive early growth.
Retention Rate	Low	High	Medium	High	High	Key to building loyalty and ensuring long-term success.
Net Promoter Score (NPS)	Medium	High	High	High	Medium	Measures satisfaction and likelihood of referrals.
Churn Rate	Low	High	Low	High	High	Identifies gaps in retention to reduce user loss.
CLTV (Customer Lifetime Value)	Low	Medium	Low	High	High	Helps focus on maximizing revenue from each customer.
Feature Adoption Rate	Low	High	Low	Medium	High	Tracks engagement with key features driving value.
Viral Coefficient	Low	Medium	High	Low	Low	Measures organic growth driven by user referrals.
Time to Value (TTV)	Medium	High	Low	Medium	Low	Reduces onboarding friction and increases satisfaction.
Support Ticket Trends	Low	Medium	Low	Medium	High	Highlights scalability issues and customer pain points.