

		Financial Services	SaaS	Retail & Ecommerce	Media
Reach	Question	How many people have used the product in a recent time period?			
	Sample metric	Account holders, Signed-in users (3-month window), Subscribers	Users from paid accounts, Active licenses	Active buyers (6-month), Paid subscribers	Paid subscribers, Viewers (3-month window)
Activation	Question	What percentage of new users have onboarded and experienced your product's value?			
	Sample metric	<div>% of new users who:</div> <div> <div>Made first deposit within 7 days</div> <div>Completed registration within 30 days</div> <div>Completed first purchase</div> <div>Watched 5 videos in the first 7 days</div> </div>			
Active usage	Question	Are people showing up regularly and performing a key action?			
	Sample metric	Weekly active users (WAU), Monthly active users (MAU)			
Engagement	Question	How engaged are your active users?			
	Sample metric	Transactions, Deposits	Viewed reports, Multi-feature users	Conversions, Recommended product views	Minutes watched, Article reads
		Divided by active users (WAU or MAU)			
Retention	Question	How many of your active users come back?			
	Sample metric	7 or 30 day retention			
Business-specific	Question	How else does your business deliver value?			
	Sample metric	Savings / Debt ratio of users, Fraud events / User	ARR / DAU, Support tickets / WAU	Average purchase price, Cart abandonment rate	Shares / WAU, Multi-device users / WAU

FOCUS METRIC

L1 METRICS

L2 METRICS

PRODUCT
Weekly active buyers

REACH

Marketing

3-month
active users

New

Existing

ACTIVATION

Growth

1st purchase in
7 days / New users

% New with
same-day purchase

ENGAGEMENT

Product

Bought
items / WAB

Bought
items / searches

Shopping cart
abandonment

RETENTION

Product & Marketing

1-month buyer
retention

1-week active
user retention

BUSINESS

Product

Average
buying price

Total cart size