**Monthly Unique Visitors**

- sum of all visits from all channels on a websites over the period of time.

**Customer Conversion Rate**

- No. of sign-ups per month / monthly unique visitors per month

**Bounce Rate**

- No. of visitors who clicked the back button or closed their browser / No. of site visitors

- 20%(low) to 80%(high)

**Average Order Value (AOV)**

- Total revenue from orders / No. of orders placed in a period

**Monthly Active Users (MAU)**

- Sum of all users who logged on the website in a month

**Average Revenue Per User (ARPU)**

- Revenue / No. of active users in a period

Monthly Recurring Revenue (MRR)

- Sum of all revenue that automatically renews on a monthly basis

(For users who on a subscription or plan so their revenue will continue until they cancel their membership)

**Revenue Run Rate**

- Monthly revenue × 12

**Contribution Margin per Order/Customer**

- (Revenue – Direct variable costs) / No. of orders

Contribution Margin = revenue/order - variable costs/order

**Contribution Margin After Marketing (CMAM)**

- Revenue – Direct variable costs – Marketing expense) / No. of orders

**Churn Rate**

- No. Of lost customers / Total Customers

**Lifetime Value (LTV)**

- CMAM (annual) / Churn Rate

(total value, on avg, that a business can expect to earn)

**Customer Acquisition Costs (CAC)**

- Marketing expense / No. of new customers

Three main types of marketing spend:

* CPM - Cost per 1000 impressions
* CPC - Cost per Click
* CPA - Cost per Acquisition

(Note: pay attention to existing users)

**Payback**

- CAC / CMAM

(For many e-commerce businesses, the first order a customer places is not profitable for the company, and it may take several orders to repay the cost of acquiring them.