

SaaS Metrics Dashboard - Customer Acquisition Costs

DeepShield Systems, Inc.

Confidential Financial Analysis Document

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1. Purpose and Scope

1. This document provides a detailed analysis of Customer Acquisition Costs (CAC) metrics for DeepShield Systems, Inc.'s ("Company") industrial cybersecurity and critical infrastructure protection solutions, prepared in accordance with GAAP standards and industry-standard SaaS metrics methodologies.
2. The calculations and methodologies contained herein have been reviewed and validated by the Company's Finance Department and external auditors as of Q4 2023.

2. CAC Calculation Methodology

1. Primary CAC Components:

- Direct sales team compensation (base + commission)
- Marketing expenses (digital, events, content)
- Sales operations and enablement
- Technical pre-sales engineering
- Channel partner commissions
- Customer success team (pre-deployment)

2. Excluded Costs:

- Post-deployment customer support
- Product development
- General administrative overhead
- Infrastructure costs
- Research and development

3. Current CAC Metrics (Trailing 12 Months)

1. Blended CAC:

- Enterprise Segment: \$127,500 per customer
- Mid-Market Segment: \$84,300 per customer
- Maritime Specialty Segment: \$156,800 per customer

2. CAC Payback Period:

- Enterprise Segment: 11.2 months
- Mid-Market Segment: 9.4 months
- Maritime Specialty Segment: 13.8 months

4. Sales Channel Distribution

1. Direct Sales Channel:

- Percentage of Total Revenue: 65%
- Average CAC: \$138,400
- Sales Cycle Duration: 180 days

2. Channel Partners:

- Percentage of Total Revenue: 35%
- Average CAC: \$92,600
- Sales Cycle Duration: 120 days

5. Segment-Specific Analysis

1. Enterprise Segment (\$1M+ ACV):

- Total Marketing Spend: \$4.2M
- Sales Team Allocation: 45%
- Win Rate: 28%
- Average Contract Value: \$1.45M

2. Mid-Market Segment (\$250K-\$1M ACV):

- Total Marketing Spend: \$2.8M
- Sales Team Allocation: 35%
- Win Rate: 32%

- Average Contract Value: \$485K

3. Maritime Specialty Segment:

- Total Marketing Spend: \$1.9M
- Sales Team Allocation: 20%
- Win Rate: 24%
- Average Contract Value: \$875K

6. Year-over-Year Trends

1. CAC Efficiency Improvements:

- 2023: -12% reduction in blended CAC
- 2022: -8% reduction in blended CAC
- 2021: -5% reduction in blended CAC

2. Contributing Factors:

- Implementation of automated lead scoring
- Enhanced partner enablement program
- Optimization of marketing technology stack
- Improved sales territory alignment

7. Forward-Looking Projections

1. Target CAC Metrics (FY2024):

- Enterprise Segment: \$115,000
- Mid-Market Segment: \$75,000
- Maritime Specialty Segment: \$140,000

2. Planned Efficiency Initiatives:

- Account-based marketing expansion
- Sales process automation
- Partner certification program
- Vertical-specific content development

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9. Certification

The undersigned hereby certifies that the information contained in this document is true and accurate to the best of their knowledge as of the date first written above.

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Robert Kessler

Chief Financial Officer

DeepShield Systems, Inc.

Date: _

10. Disclaimer

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