ChartMogul

The SaaS Acronyms Cheat Sheet

Basics

SaaS	Software as a service
PaaS	Platform as a service
IaaS	Integration as a service
KPI	Key performance indicator
B2B	Business-to-business
B2C	Business-to-consumer
D2C/DTC	Direct-to-consumer
MTD/YTD	month-to-date/year-to-date
SMB	Small and medium-sized businesses

SaaS Finance

MRR	Monthly recurring revenue
ARR	Annual run rate
CMRR	Committed monthly recurring revenue
LTV	Customer lifetime value
CAC	Cost of customer acquisition
ASP	Average sale price
TCV	Total contract value
ACV	Annual contract value
MCV	Monthly contract value
BR	Burn rate
P&L	Profit and loss
ARPA (ARPC, ARPU)	Average revenue per account

Hiring and People Operations

AE	Account executive
SE	Sales engineer
APAC	Asia Pacific countries
LATAM	Latin American countries
D&I	Diversity and inclusion
MBO	Management by objective
OKR	Objectives and key results
EMEA	Europe, Middle East, and Africa countries
SDR/BDR	Sales/Business development representative

Technology

ATS	Applicant tracking system
CRM	Customer relationship management
ERP	Enterprise resource planning
API	Application programming interface
CDP	Customer data platform
SDP	Subscription data platform

Negotiations and Contracts

ROI	Return on investment
TCO	Total cost of ownership
MSA	Master service agreement
SOW	Statement of work
POC	Proof of concept
RFP/RFI	Request for proposal/information

Security and Compliance

PHI	Protected Health Information
SOC 2	Service Organization Control 2
GDPR	General Data Protection Regulation
DPA	Data Processing Agreement
HIPAA	Health Insurance Portability and Accountability Act

Sales and Marketing

TAM	Total addressable market
ICP	Ideal customer profile
BANT	Budget, authority, needs, timing
SKO	Sales kick-off
SQL	Sales qualified lead
MQL	Marketing qualified lead
PQL	Product qualified lead
SAL	Sales accepted lead
SEO	Search engine optimization
SEM	Search engine marketing
CR	Conversion rate
CPM	Cost per mille (1,000 impressions of an ad)
AARRR (Framework)	Acquisition, Activation, Retention, Referral, and Revenue

Customer Success

SLA	Service level agreement
NPS	Net promoter score
CSAT	Customer satisfaction score

Random

OOO	Out of office
COB	Close of business
EOD	End of day
UI/UX	User interface/User experience

ChartMogul gives you the tools to measure, understand and grow your subscription business.

sales@chartmogul.com   🐦 @ChartMogul