

Lean SaaS Metrics Explained

LTV/CAC RATIO
5.8

The long-term indicator “LTV/CAC ratio” shows how many times the Customer Lifetime Value (LTV) exceeds the Customer Acquisition Cost (CAC).

The short-term indicator “Payback Period” or “Months-to-Recover-CAC” defines how fast you recover the CAC over the lifetime of your customer (this should ideally be faster than 12 months)

MONTHS TO RECOVER CAC
8.6

