

METRIC MONDAY

# Are you ready?

The metrics you should be tracking and benchmarking in your organization



*Today's contenders...*



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# CAC

## CUSTOMER ACQUISITION COST

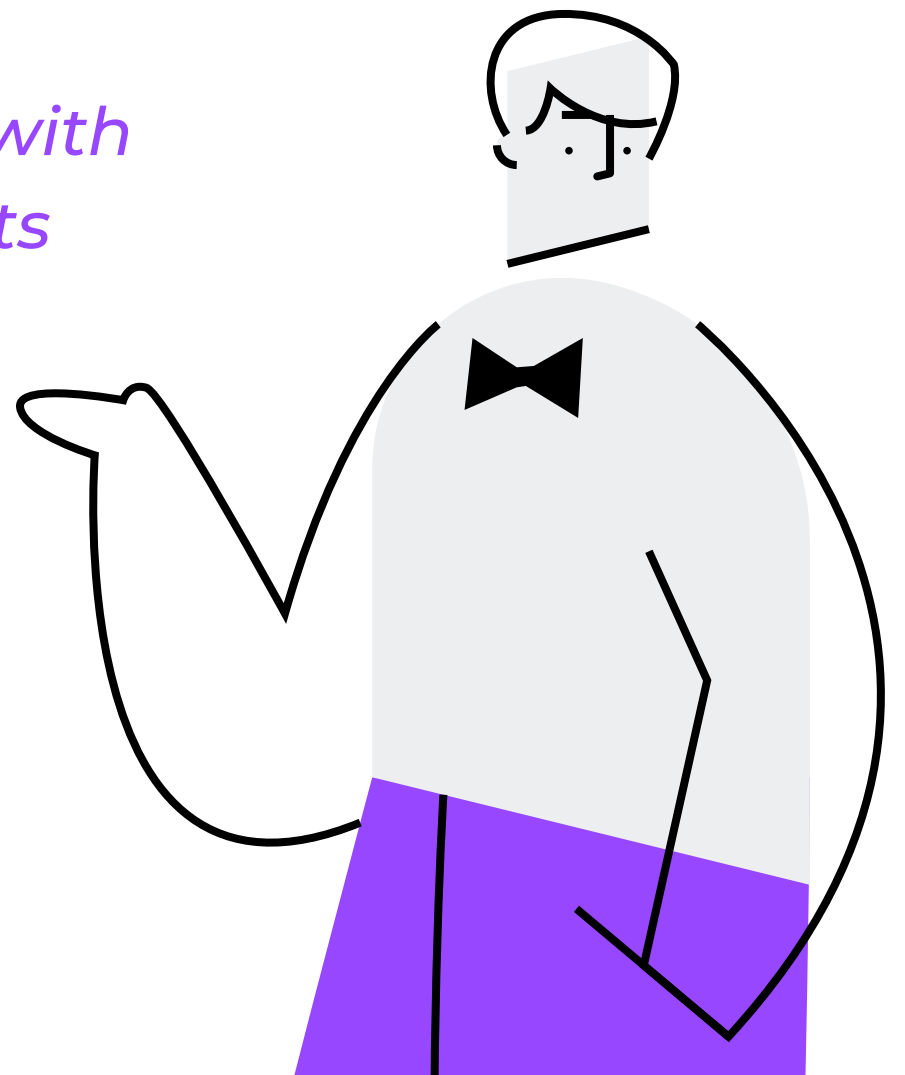
### What is it?

The dollars spent for each prospect turned into a customer, on average.

$$\text{CAC} = \frac{\text{Sales \& Marketing Spend}}{\text{Number of New Customers}}$$

*A simple formula with  
powerful insights*

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# Total FTEs

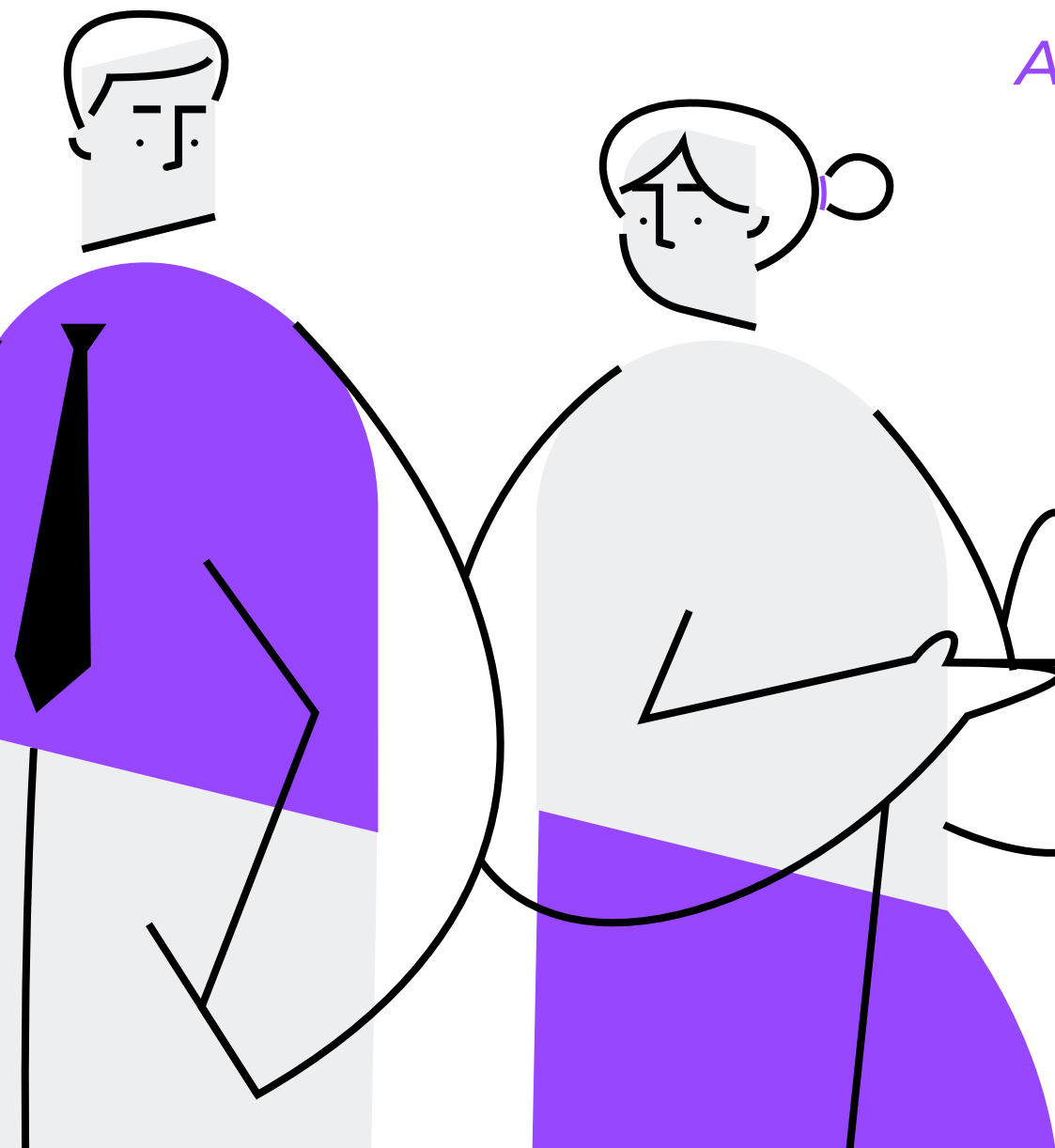
TOTAL FULL-TIME EQUIVALENTS

## What is it?

The total number of full-time-equivalent individuals that your company employs.

$$\text{Total FTEs} = (\text{G\&A FTEs} + \text{S\&M FTEs} + \text{R\&D FTEs} + \text{Misc. FTEs}) - \text{FTE Losses}$$

*Adjust this formula according to your business needs*



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# Depreciation & Amortization

## What is it?

A calculation of expected loss in value of tangible and intangible assets.

## Purpose

This can be used to account for wear-and-tear of company vehicles, computer equipment becoming outdated over time, fixed-term investments, etc.

*We'll use these numbers when calculating our EBIDTA*

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