

METRIC MONDAY

Are you ready?

The metrics you should be tracking and benchmarking in your organization



Today's contenders...



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GRR

GROSS REVENUE RETENTION

What is it?

Recurring annual revenue retained from existing customers over the calendar year.

$$\text{GRR} = \left(\frac{\text{ARR} - \text{Churn \& Downgrade ARR}}{\text{ARR}} \right) \times 100$$



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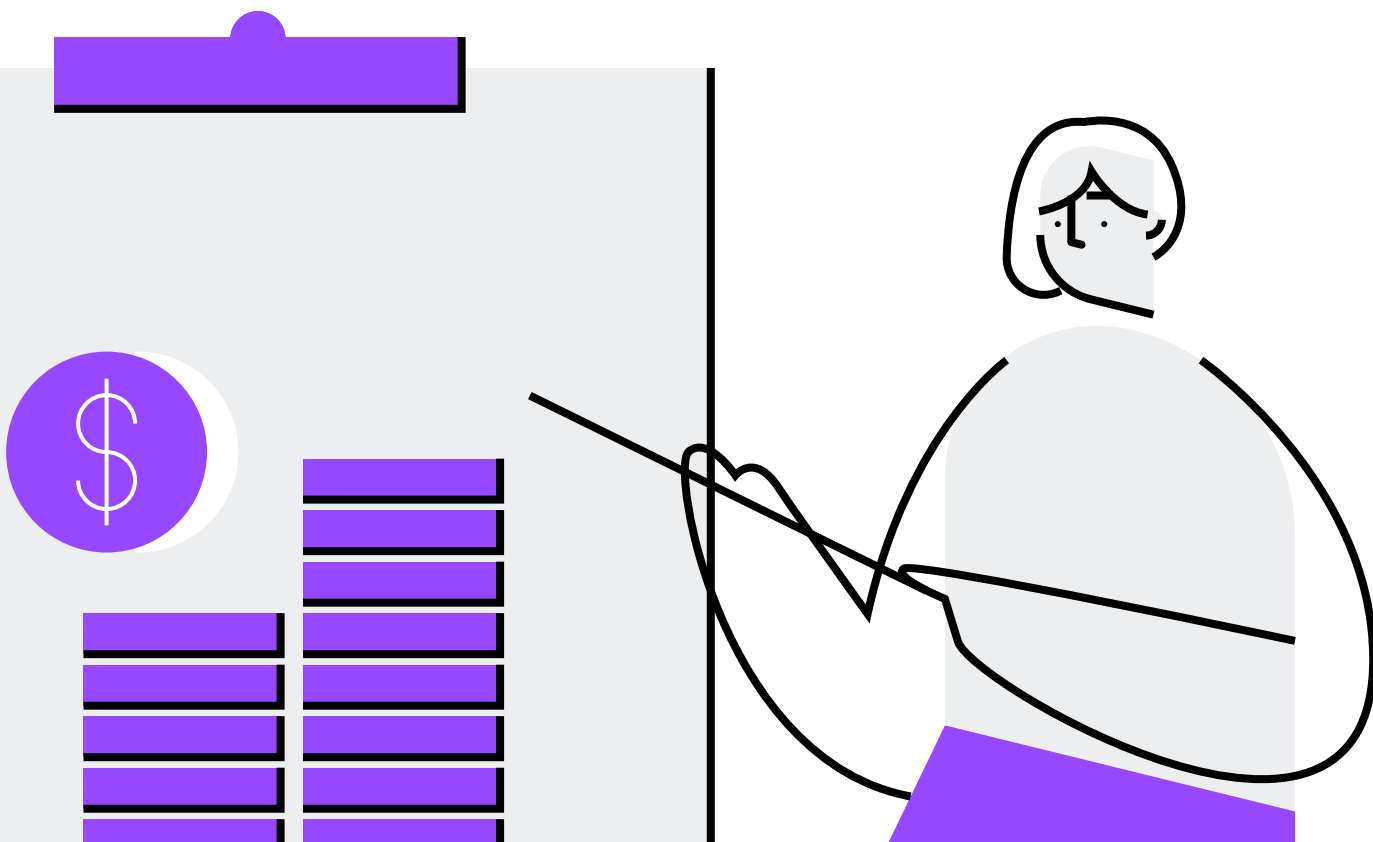
NRRR

NET REVENUE RETENTION

What is it?

A calculation of the percentage of revenue retained over the course of the calendar year plus upsells (increase in value of existing customers) within the same customer base.

$$\text{NRR} = \left(\frac{\text{ARR} - \text{Contraction ARR} - \text{Churn ARR} + \text{Expansion ARR}}{\text{ARR}} \right) \times 100$$



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Total Bookings

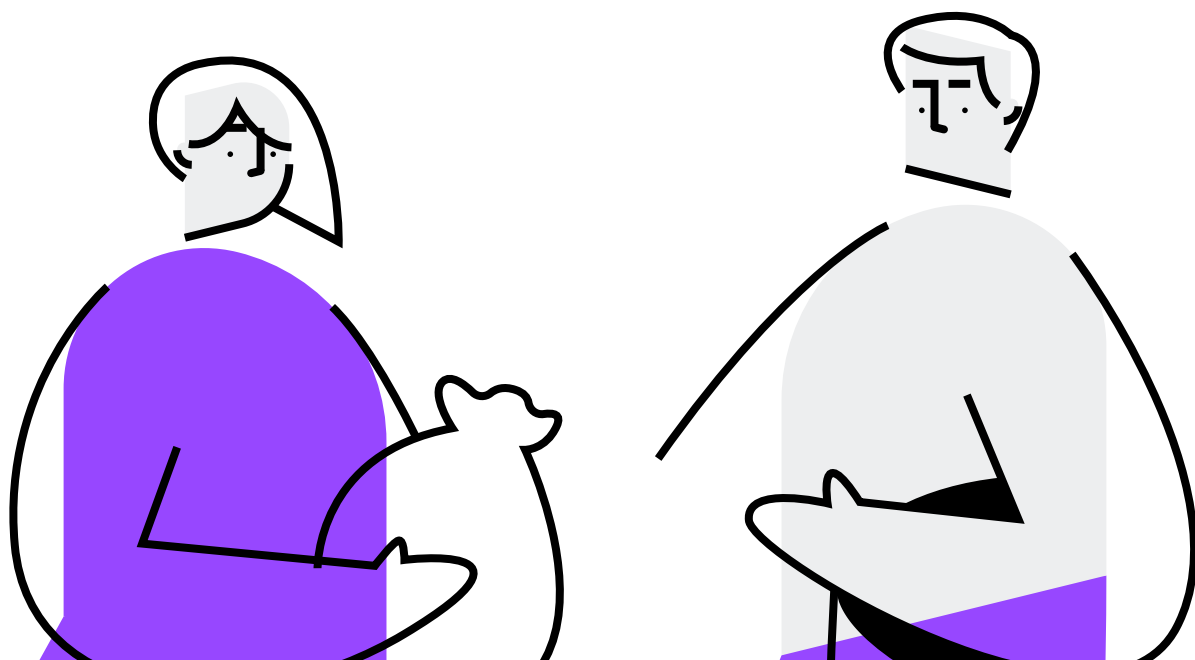
What is it?

The combined value of your realized (paid) and unrealized (not-yet-paid) revenue sources.

Total Bookings as a Percentage:

this percentage represents your company's "book-to-bill" ratio. A positive value represents an increased demand for your goods/services over the previous year, a negative value represents a decrease in demand.

$$\text{Total Bookings (\%)} = \left(\frac{\text{Total Bookings}}{\text{Total Revenue}} \right) \times 100$$



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