Know about metrics

How to determine your activation metric: https://www.lennysnewsletter.com/p/how-to-determine-your-activation

What is a good activation rate: https://www.lennysnewsletter.com/p/what-is-a-good-activation-rate

Measuring cohort retention: https://www.lennysnewsletter.com/p/measuring-cohort-retention

Retention

What is GOOD and GREAT retention? — after six months

GOOD and GREAT user retention

- **Consumer social:** ~25% is GOOD, ~45% is GREAT
- **Consumer transactional**: ~30% is GOOD, ~50% is GREAT
- **Consumer SaaS:** ~40% is GOOD, ~70% is GREAT
- **SMB/mid-market SaaS:** ~60% is GOOD, ~80% is GREAT
- **Enterprise SaaS:** ~70% is GOOD, ~90% is GREAT

GOOD and GREAT net revenue retention

- **Consumer SaaS:** ~55% is GOOD, ~80% is GREAT
- **Bottom-up SaaS:** ~100% is GOOD, ~120% is GREAT
- **Land and expand VSB SaaS:** ~80% is GOOD, ~100% is GREAT
- **Land and expand SMB/mid-market SaaS:** ~90% is GOOD, ~110% is GREAT
- **Enterprise SaaS:** ~110% is GOOD, ~130% is GREAT