



ScaleXP

2026 SaaS Metrics Benchmark Report

See how your SaaS business compares across growth, retention, efficiency and profitability.

20 essential SaaS metrics, with clear definitions, worked examples and 2026 benchmarks where meaningful — including ARR growth, CAC payback, NRR, gross margin, LTV:CAC, Rule of 40 and more.

GROWTH · RETENTION · UNIT ECONOMICS · SALES EFFICIENCY · PROFITABILITY

Benchmark data reproduced with permission and attributed throughout. Publishers and reports are credited in full on the Sources and method page.

Contents

Why ScaleXP	3	LTV:CAC Ratio	26
How to read this	4	Monthly Recurring Revenue	28
The metrics that belong together	5	MRR Growth Rate	30
Annual Recurring Revenue	6	Net Dollar Retention	32
CAC Payback Period	8	Renewals Retention Rate	34
Cash Burn & Runway	10	Revenue Churn	36
Committed MRR	12	Revenue Growth Rate	38
Customer Acquisition Cost	14	Rule of 40	40
Customer Churn	16	SaaS Magic Number	42
Customer Lifetime Value	18	Sales Efficiency	44
Customer Retention Rate	20	Sources and method	46
Gross & Net Revenue Retention	22	Where to go next	48
Gross Margin	24		

Knowing the benchmark is the easy part



Knowing the benchmark is easy. Producing your own numbers reliably every month is the hard part.

The metrics in these pages are not hard to understand. They are hard to *produce*, every month, from an accounting system that was never designed to think in recurring revenue. Gross margin needs cost of revenue separated from everything else. CAC payback needs sales and marketing spend matched to the customers it won. LTV:CAC needs churn measured on the same basis two periods running. Most teams assemble this in a spreadsheet, and most spreadsheets quietly disagree with the accounting system by the third month.

It reads your accounting system

Xero, QuickBooks and Zoho Books, alongside Stripe, HubSpot, Salesforce and Pipedrive. The numbers come from your own records, not a re-keyed copy of them.

It separates the movements

New, expanded, contracted, renewed and churned revenue, split automatically — which is what turns a revenue total into a metric you can act on.

It drills back to the record

From a group-level KPI down to the source record. When a board member asks why a number moved, the answer is two clicks away rather than a morning's work.

30+

SaaS metrics automated

3 days

Average monthly time saved on revenue recognition

4.9

Rating in the Xero and QuickBooks app stores

"Thanks to ScaleXP, our month-end close is now twice as fast!"

Ivan · review in the Xero app store

ScaleXP product and customer figures, published on scalexp.com and checked September 2026. These are ScaleXP's own data rather than survey benchmarks. Quote from a public app-store review.

Consolidation across entities, currencies and products. Revenue recognition, board reporting and the metrics in this report, built from the same data and updated as the month closes — so the figure on your board report is the one your accountant is looking at.

See these metrics on your own numbers

scalexp.com/demo/

How to read this

Every metric page carries the same three figures. Read them once here and the rest of the report reads at a glance.

Median	The middle company in the survey: half did better, half did worse. It is the normal result, not the target.
Top quartile	The boundary of the best-performing quarter. Reaching it puts you in the top 25% of the companies surveyed.
Bottom quartile	The boundary of the weakest quarter. Below it, the metric is usually the constraint on the business rather than a detail.

Good runs in different directions

For gross margin and LTV:CAC, higher is better. For CAC payback and the CAC ratio, lower is better — a top-quartile payback period is a *short* one. The Rule of 40 is neither: it is a pass or fail at 40, and a median score of 25 is a failing score. Each page states its own direction beside the figures, and the chart highlights the good end. Do not assume that further right is better.

Compare like with like

A benchmark is only usable against a company that resembles the ones surveyed. Every page gives the sample size and the scope of the survey it came from. Where a source publishes a cut that fits you better than the overall median — by growth rate, deal size or how you are funded — the page shows it. Where a source publishes a median but no quartiles, the page shows the median alone rather than filling the gap.

Three metrics have no benchmark

ARR, MRR and Customer Acquisition Cost in dollars are levels and amounts rather than ratios. A median across a survey describes the companies who answered it, not a standard you can measure yourself against. Those pages say so plainly and give the figure that can be benchmarked instead. Two labels mark the exceptions elsewhere: **implied** where a figure follows from a stated change rather than being published directly, and **stated range** where a source gives a band across several years rather than a single-year median.

On the numbers

No figure appears in this report that does not trace to a named, dated, publicly identifiable source. Figures are printed as the source published them and are not rounded. Where two publishers disagree, Sources and method says which was chosen and why.

The metrics that belong together

These twenty metrics do not all answer the same question. Read them in groups and each one tells you something the others cannot.

MANAGEMENT QUESTION

METRICS TO WATCH

Are we growing?

Revenue Growth Rate · MRR Growth Rate

Are customers staying?

Gross Revenue Retention · Customer Churn

Are existing customers expanding?

Net Dollar Retention

Is customer acquisition efficient?

CAC Payback Period · SaaS Magic Number

Are the unit economics attractive?

LTV:CAC Ratio · Customer Lifetime Value

Is delivery efficient?

Gross Margin

Are growth and profitability balanced?

Rule of 40

What is already contracted?

ARR · MRR · Committed MRR

What is coming up for renewal?

Renewals Retention Rate

How long does the cash last?

Cash Burn & Runway

No single metric is sufficient on its own, and several are actively misleading in isolation. Retention read without expansion, acquisition efficiency read without retention, or growth read without margin will each support a confident and wrong conclusion. The groups above are the minimum that make sense together.

ScaleXP can calculate and track these metrics automatically from underlying finance, CRM and recurring-revenue data.

01 Definition

The value of your recurring contracts over twelve months, stated as an annual run rate.

Also known as ARR · annualized recurring revenue · run-rate revenue

02 How it's calculated

MRR at period end × 12

Recurring revenue only

Subscription and committed contracts. One-off fees and services are excluded.

Point in time

A run rate at a date, not revenue earned over a period.

Contracted, not invoiced

Billing schedule does not change ARR; a contract change does.

03 A worked example

A company ends the month with 310 customers on an average of \$2,690 a month, and separately bills \$95,000 of implementation work during the year.

Customers at period end	310
Average MRR per customer	\$2,690
MRR at period end	\$833,900
Implementation fees (excluded)	\$95,000
× 12	
Annual recurring revenue	\$10,006,800

The \$95,000 stays out. Implementation is real revenue but it is not recurring, so it does not belong in a run rate. Including it overstates ARR by \$95,000 and every metric derived from it.

HOW SCALEXP CAN HELP

ScaleXP separates new, expansion, contraction and churn automatically, so the change in recurring revenue can be reconciled rather than maintained in a separate spreadsheet.

04 Benchmarking this metric

No benchmark exists for ARR, and one cannot honestly be published.

ARR is a level, not a ratio. A median ARR across a survey tells you the size of the companies who answered the survey — not whether your own ARR is good. A \$4M company is not failing and a \$90M company is not succeeding by virtue of the number alone.

What is benchmarkable is how fast that number grows.

Growth rate — the benchmarkable form

% ANNUAL REVENUE GROWTH

MEDIAN

22%

BOOTSTRAPPED

20%

EQUITY-BACKED

25%

Track the rate, report the level

Put ARR on the board report because people ask for it, but judge the business on the growth rate beside it.

Name your cut

Bootstrapped and equity-backed companies grew at different rates. Quoting the 22% overall median against a bootstrapped business flatters or punishes unfairly.

Watch the decay, not the number

Holding a constant growth rate means adding more new ARR every year. A falling rate on a rising base is normal; a falling rate on a flat base is not.

05 Recent trends

MEDIAN GROWTH RATE

2024 **25%** → 2025 **22%**

worsened by 3 pts

Growth slowed across the market in 2025. Compare against the cut that matches how you are funded rather than the overall median.

Source: SaaS Capital, *2026 Private B2B SaaS Company Growth Rate Benchmarks*, published August 19, 2026. n = More than 1,000 private B2B SaaS companies. Scope: Private B2B SaaS, all sizes, CY2025 growth. Growth figures are annual revenue growth for private B2B SaaS companies.

01 Definition

The number of months of gross profit from a new customer needed to repay the cost of winning them.

Also known as Months to recover CAC · CAC recovery period

02 How it's calculated

$$\text{CAC} \div (\text{New MRR} \times \text{Gross margin})$$

Sales and marketing spend

Fully loaded — salaries and commission, not just the advertising line.

New MRR

New business only. Including expansion flattens the result.

Gross margin

Same period. The term most often left out.

03 A worked example

A company spends \$180,000 on sales and marketing in a quarter and wins 24 customers, each paying \$600 a month. Gross margin is 80%.

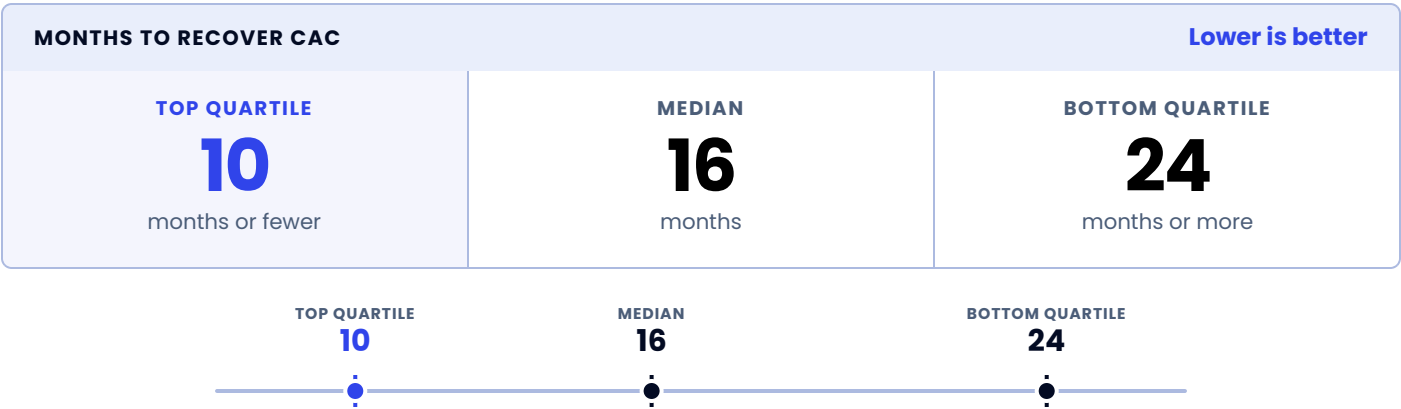
Sales and marketing spend	\$180,000
New customers won	24
CAC per customer	\$7,500
New MRR (24 × \$600)	\$14,400
Monthly gross profit (\$14,400 × 80%)	\$11,520
CAC payback period	15.6 months

Leave gross margin out and the same company reports $\$180,000 \div \$14,400 = 12.5$ months — 3.1 months of payback that has not happened. It is the most common way this metric is overstated.

HOW SCALEXP CAN HELP

ScaleXP combines finance data with new recurring revenue and gross margin, so payback can be tracked on the same basis from period to period.

04 The 2026 benchmarks



The median improved from 18 months a year earlier, but the spread matters more than the middle: 14 months separate the best quarter from the worst.

BY ANNUAL GROWTH RATE	MEDIAN	BY DEAL SIZE AND MARKET	MEDIAN
Growth 11-20%	18	Sub-\$5K ACV	11
Growth 21-30%	22	\$50K-\$100K ACV	22
Growth over 50%	10	Horizontal SaaS	14
Growth under 10%	14	Vertical SaaS	18

What to investigate

If payback is lengthening, work through the formula in order

- Has sales and marketing cost risen without a matching rise in new business?
- Has new MRR per customer fallen — smaller deals, or more of them?
- Has gross margin fallen? Payback is measured in gross profit, so a margin fall lengthens it directly.
- Has the sales cycle lengthened, so this period's spend is still working on next period's wins?

05 Recent trends



Payback is shortening across the market. Both the middle and the best quarter improved by two months, so the gain is broad rather than a few outliers moving the average.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 198 of 342 reported CAC payback. Scope: B2B SaaS and AI-native software, CY2025 actuals. Top quartile is the source's stated 25th percentile; see Sources and method.

01 Definition

How much cash the business consumes each month, and how many months of it remain at that rate.

Also known as Net burn · cash runway · months of runway

02 How it's calculated

$$\text{Runway} = \text{Cash on hand} \div \text{Net monthly burn}$$

Net burn, not gross

Cash out minus cash in. Gross burn ignores the revenue you collect.

Cash, not profit

Timing of collections and prepayments moves burn without touching the P&L.

A representative rate

One heavy month is not a burn rate. Use a three-month average.

03 A worked example

A company holds \$4,200,000 in cash and consumes \$310,000 a month net of collections.

Cash on hand	\$4,200,000
Net monthly burn	\$310,000
Cash runway	13.5 months

Runway is a rate applied to a balance, not a forecast. It assumes burn stays flat, which it rarely does. Treat 13.5 months as the answer to “if nothing changes” — and build the real forecast separately, week by week.

04 Benchmarking this metric

No benchmark for burn or runway appears in this report's sources.

Neither publisher surveyed for this report publishes a burn or runway distribution, and a median would be close to meaningless: runway is a function of how much money you last raised, which says nothing about how well the business is run.

Rather than substitute a proxy, this page gives no benchmark at all.

Use a three-month average

A single month distorts the rate in whichever direction that month went.

Model the covenant, not just the zero

If you have debt, the covenant breach arrives before the cash does.

Rebuild it weekly under twelve months

Below a year, a monthly average is too coarse to plan against.

05 Recent trends

No published series exists for burn or runway, so no trend is shown.

No benchmark source is cited on this page because none publishes this metric.

01 Definition

Recurring revenue you hold under contract, including signed business not yet live and excluding revenue already given notice.

Also known as [CMRR](#) · [committed MRR](#) · [contracted MRR](#)

02 How it's calculated

$$\text{MRR} + \text{Signed but not yet started} - \text{Contracted to churn}$$

Signed, not started

Contracts won but not yet delivering revenue. They are committed.

Notified churn

Customers who have given notice are not committed, whatever they are still paying.

A stated definition

Companies define committed differently. State yours or the number is not comparable.

03 A worked example

A company has \$833,900 of live MRR, \$64,000 signed and starting next quarter, and \$21,000 under notice to leave.

Live MRR	\$833,900
Signed, not yet started	+\$64,000
Under notice	-\$21,000
Committed MRR	\$876,900

CMRR is a forward view, MRR is a current one.

The gap between them is the clearest early signal in a SaaS business: CMRR above MRR means momentum you have already won, and CMRR below it means a decline already contracted.

04 Benchmarking this metric

No benchmark exists for committed MRR.

It is a level rather than a ratio, and worse, companies define “committed” differently — some include pipeline at a probability weighting, others only countersigned contracts. Even if a median existed it would compare different definitions.

What is benchmarkable is the rate at which recurring revenue grows.

Growth rate — the benchmarkable form

% ANNUAL REVENUE GROWTH

MEDIAN

22%

BOOTSTRAPPED

20%

EQUITY-BACKED

25%

Publish your definition

Write down what counts as committed and keep it fixed between periods.

Track the gap to MRR

The difference between the two is the forward signal, not either one alone.

Do not blend in pipeline

Probability-weighted pipeline is a forecast. Committed revenue is a contract.

05 Recent trends

MEDIAN GROWTH RATE

2024 **25%** → 2025 **22%**

worsened by 3 pts

Growth slowed across the market in 2025, so a flat committed base now represents better relative performance than it did a year ago.

Source: SaaS Capital, *2026 Private B2B SaaS Company Growth Rate Benchmarks*, published August 19, 2026. n = More than 1,000 private B2B SaaS companies. Scope: Private B2B SaaS, all sizes, CY2025 growth. Growth figures are annual revenue growth for private B2B SaaS companies.

01 Definition

The total sales and marketing cost of winning one new customer.

Also known as CAC · acquisition cost per customer · blended CAC

02 How it's calculated

Sales and marketing spend ÷ New customers won

Fully loaded spend

Salaries, commission, tooling and paid media — not just advertising.

New customers only

Upgrades and renewals are not new customers.

Matched periods

Spend and wins from the same period, allowing for the sales cycle.

03 A worked example

A company spends \$180,000 on sales and marketing in a quarter and wins 24 new customers.

Sales and marketing spend	\$180,000
New customers won	24
Customer acquisition cost	\$7,500

\$7,500 is not comparable to anyone. A company selling \$500 contracts and one selling \$50,000 contracts should have wildly different CAC. The number is only meaningful against your own contract value — which is what the ratio below does.

04 Benchmarking this metric

No benchmark exists for CAC in dollars, and one cannot honestly be published.

CAC is an amount, not a ratio. A median CAC would average a self-serve business against an enterprise one, and the result would describe neither. Any source quoting “average SaaS CAC” as a single figure is quoting a number with no comparison value.

What is benchmarkable is the cost of a dollar of revenue, not the cost of a logo.

CAC ratio — the benchmarkable form

\$ OF SALES AND MARKETING PER \$1 OF NEW ARR

MEDIAN

1.63

EXPANSION ARR

1.30

Use the ratio for comparison

Keep CAC in dollars for your own budgeting; use the ratio whenever you compare yourself to anything outside the company.

Split new from expansion

Expansion ARR costs about a fifth less to win. Blending the two hides which motion is actually working.

Pair it with payback

The ratio says what a dollar of revenue costs; CAC payback says how long until you get it back. Neither is sufficient alone.

05 Recent trends

NEW CAC RATIO

2024 **2.00** → 2025 **1.63**

improved by \$0.37

Acquisition got cheaper in 2025 after a sharp rise the year before. The two figures come from successive editions of the same survey.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 342 B2B SaaS and AI-native companies. Scope: B2B SaaS and AI-native software, CY2025 actuals. CAC ratio figures; the 2024 figure is from the preceding edition of the same survey.

01 Definition

The share of customers who leave in a period, counted as logos rather than dollars.

Also known as Logo churn · customer attrition rate

02 How it's calculated

$$\text{Customers lost} \div \text{Customers at start} \times 100$$

Logos, not dollars

One large customer and one small one count the same here.

A fixed starting cohort

Customers won during the period do not belong in either number.

A stated period

Monthly and annual churn are different numbers; say which.

03 A worked example

A company starts the year with 640 customers and loses 38 of them.

Customers at start	640
Customers lost	38
Customers retained	602
Customer retention rate	94.1%
Customer churn rate	5.9%

Logo churn and revenue churn tell different stories. Losing 5.9% of customers who were your smallest is not the same event as losing 5.9% who were your largest. Read this one beside revenue churn, never instead of it.

04 Benchmarking this metric

No benchmark for logo churn appears in this report’s sources.

The surveys behind this report publish retention in dollars, not in logos. Figures circulating as “average SaaS churn” typically blend B2C and self-serve businesses with B2B ones, which makes them unusable as a comparison.

What is published, and what investors ask for, is revenue retention.

Gross revenue retention — what is published		% OF STARTING REVENUE RETAINED	
MEDIAN	SALES-LED	HYBRID	PRODUCT-LED
84%	88%	80%	79%

Pair it with revenue churn

Two companies with identical logo churn can have opposite revenue outcomes.

Segment by cohort size

Small-account churn and enterprise churn are different businesses.

State the period

A 5.9% annual rate and a 5.9% monthly rate are wildly different companies.

05 Recent trends

MEDIAN GRR	BOTTOM QUARTILE
2024 88% → 2025 84%	2024 81% → 2025 76%
worsened by 4 pts	worsened by 5 pts

Revenue retention weakened across the market in 2025, which is the published signal closest to churn.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 226 of 342 reported GRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. Retention figures shown are gross revenue retention, not logo retention.

01 Definition

The gross profit a customer is expected to generate over the whole of their relationship with you.

Also known as LTV · CLTV · lifetime value

02 How it's calculated

$$\text{ARPA} \times \text{Gross margin} \div \text{Revenue churn rate}$$

Gross profit, not revenue

Revenue you must spend to deliver is not lifetime value.

Revenue churn, annualized

The denominator. Small errors here move the answer a long way.

A stable base

Lifetime value on a base under two years old is an estimate, not a measurement.

03 A worked example

A customer pays \$1,800 a month. Gross margin is 80% and annual revenue churn is 12%.

Annual revenue per account	\$21,600
Gross profit at 80%	\$17,280
Implied lifetime at 12% churn	8.33 years
Customer lifetime value	\$144,000

An 8.3-year implied lifetime should give you pause. Low churn produces very long lifetimes arithmetically, well beyond any period you have actually observed. Many teams cap the horizon at three or five years for this reason.

04 Benchmarking this metric

No benchmark exists for lifetime value in dollars.

LTV is an amount, not a ratio, and it scales directly with your price point. A company selling \$500 contracts and one selling \$50,000 contracts will differ by two orders of magnitude without either being better run.

What is benchmarkable is lifetime value measured against what it cost to acquire.

LTV:CAC — the benchmarkable form

LIFETIME GROSS PROFIT PER DOLLAR OF ACQUISITION COST

MEDIAN

4.1

GROWTH OVER 50%

7.2

LOW GROWTH

3.2

Use gross profit

Computing lifetime value on revenue inflates every ratio built on it.

Cap the horizon

Three or five years is defensible. An infinite horizon on 2% monthly churn is not.

Segment before averaging

A blended lifetime value across two very different customer types describes neither.

05 Recent trends

TOP QUARTILE

2024 **6.0** → 2025 **7.8**
improved by 1.8x

MEDIAN stated range

2022–2024 **3.6–3.7%**
held inside this band every year; no single-year medians published

The ratio improved at the top of the market while the middle barely moved, so the spread between best and median widened.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 146 of 342 reported CLTV:CAC. Scope: B2B SaaS and AI-native software, CY2025 actuals. Ratios are computed on gross profit, not revenue.

01 Definition

The share of customers you still have at the end of a period, counted as logos.

Also known as CRR · logo retention rate

02 How it's calculated

$$\text{Customers retained} \div \text{Customers at start} \times 100$$

The same cohort

Fixed at the start of the period; new customers are excluded.

Logos, not dollars

Size is deliberately ignored, which is both the point and the limitation.

Consistent treatment of pauses

A paused account is either churned or retained. Pick one and keep it.

03 A worked example

The same company: 640 customers at the start of the year, 38 lost.

Customers at start	640
Customers lost	38
Customers retained	602
Customer retention rate	94.1%

This is the exact complement of logo churn.

Retention plus churn always equals 100%.

Reporting both is not two measurements — it is one measurement phrased two ways, and it makes a deck look fuller than it is.

04 Benchmarking this metric

No benchmark for logo retention appears in this report’s sources.

The same gap as customer churn: the surveys report retention in dollars. A logo retention figure without the revenue behind it cannot distinguish a company that kept its largest customers from one that kept its smallest.

The published measure is revenue retention.

Gross revenue retention — what is published		% OF STARTING REVENUE RETAINED	
MEDIAN	SALES-LED	HYBRID	PRODUCT-LED
84%	88%	80%	79%

Report one of the pair

Churn or retention, not both. They carry identical information.

Weight by revenue

A revenue-weighted retention rate answers the question people actually mean.

Watch the cohort age

First-year retention and mature-base retention are different numbers.

05 Recent trends

MEDIAN GRR	BOTTOM QUARTILE
2024 88% → 2025 84%	2024 81% → 2025 76%
worsened by 4 pts	worsened by 5 pts

Revenue retention fell across the distribution in 2025, including at the top.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 226 of 342 reported GRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. Retention figures shown are gross revenue retention, not logo retention.

01 Definition

How much of last year's revenue you still have this year — before expansion (gross) and after it (net).

Also known as GRR & NRR · gross and net revenue retention

02 How it's calculated

$$\text{GRR} = (\text{Starting} - \text{Churn} - \text{Contraction}) \div \text{Starting} \times 100$$

Starting revenue

The cohort you are measuring, fixed at the start of the period.

Churn and contraction

Customers lost and customers who downgraded. Both reduce GRR.

Expansion

Excluded from GRR, included in NRR. That is the only difference.

03 A worked example

A cohort starts the year at \$2,400,000. During the year \$384,000 churns, \$120,000 contracts, and \$456,000 of expansion is won from the customers who stayed.

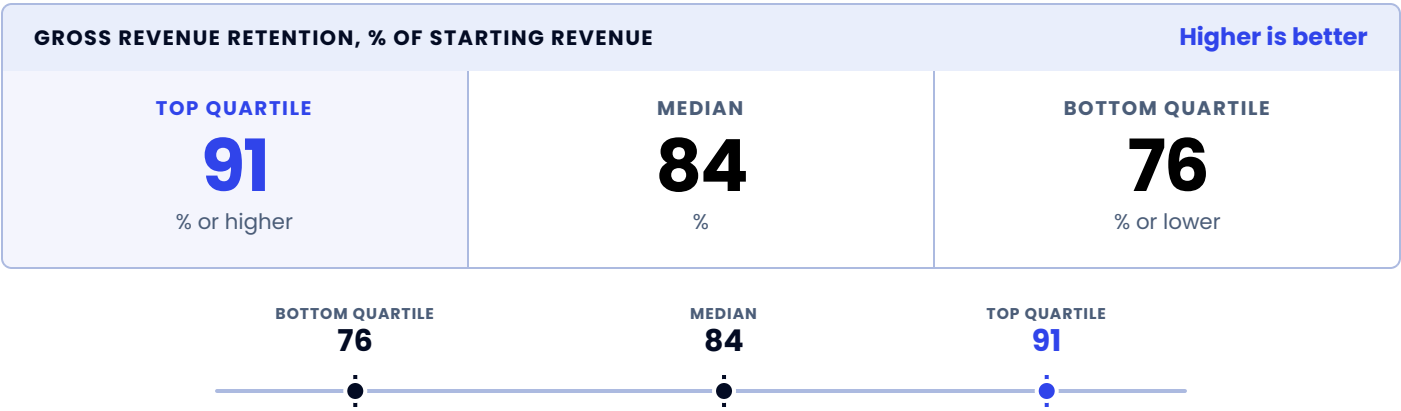
Starting revenue	\$2,400,000
Churned	-\$384,000
Contracted	-\$120,000
Retained revenue	\$1,896,000
Expansion won	+\$456,000
Gross revenue retention	79.0%

Net retention on the same cohort is 98.0%. A 19-point gap between the two is the expansion engine doing its work — but GRR is the one that shows whether the base itself is holding. A healthy NRR can hide a leaking GRR.

HOW SCALEXP CAN HELP

ScaleXP tracks churn, contraction and expansion separately, which is what makes a change in retention diagnosable rather than just visible.

04 The 2026 benchmarks



Retention splits sharply by motion: sales-led companies hold 88% at the median, product-led 79%. Enterprise contracts retain nine points better than sub-\$5K ones.

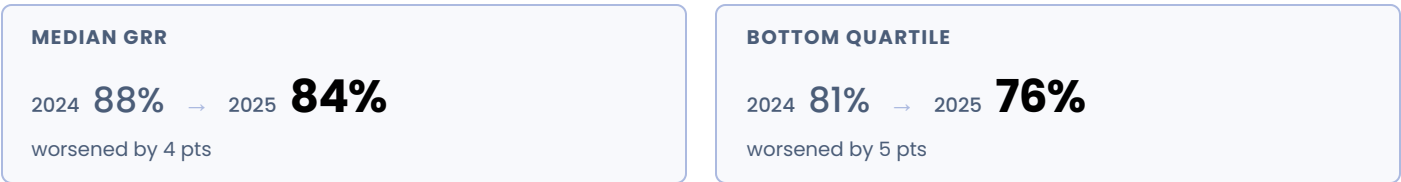
BY GO-TO-MARKET MOTION	MEDIAN GRR	BY CONTRACT VALUE AND GROWTH	MEDIAN GRR
Sales-led	88	Enterprise \$50K-\$100K ACV	91
Hybrid	80	Sub-\$5K ACV	80
Product-led	79	Growing 11-20%	89
		Growing under 10%	79

What to investigate

Separate the three movements before drawing a conclusion

- Cancellations — whole customers lost, and whether they cluster in one segment.
- Contractions — customers who stayed but shrank, which look identical in the total.
- Customer segment and contract value: retention varies by nine points or more between them.
- Cohort age — a young base churns differently from a mature one, and mixing them hides both.

05 Recent trends



Retention weakened across the whole distribution in 2025, not just at the bottom. The median and the 25th percentile both fell by four to five points.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 226 of 342 reported GRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. Figures are gross revenue retention. Net revenue retention appears on its own page.

01 Definition

The share of revenue left after the direct cost of delivering the service.

Also known as Software gross margin · gross profit percentage · GM%

02 How it's calculated

$$(\text{Revenue} - \text{Cost of revenue}) \div \text{Revenue} \times 100$$

Revenue

Software revenue. Professional services belong in a separate line.

Cost of revenue

Hosting, support, and third-party costs — including AI inference.

The comparison

Software margin and blended margin are different statistics.

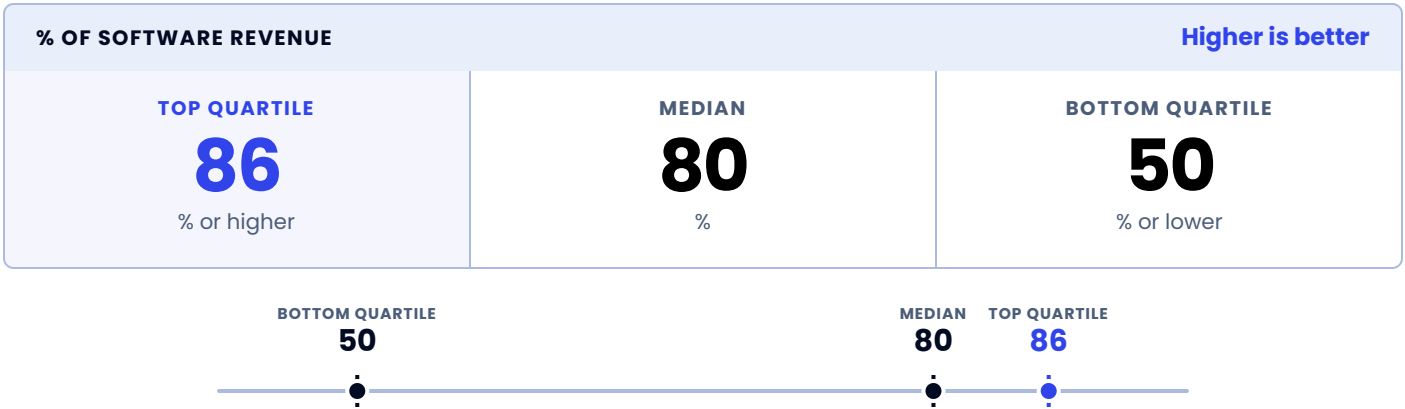
03 A worked example

A company books \$4,200,000 of software revenue. Cost of revenue is \$840,000 — hosting \$380,000, support salaries \$310,000, third-party and inference \$150,000.

Software revenue	\$4,200,000
Cost of revenue	\$840,000
of which hosting	\$380,000
of which support	\$310,000
Gross profit	\$3,360,000
Software gross margin	80.0%

Add \$600,000 of services at 35% margin and blended margin falls to 74.4% — 5.6 points lower for the same software business. Blended margin is a different statistic, and the median for it is 76%, not 80%.

04 The 2026 benchmarks



Margin scales with size: companies under \$5M ARR report a 72% median, those between \$50M and \$100M report 86%. Usage-only pricing models sit at 62%.

BY ARR BAND	MEDIAN	BY PRICING AND REVENUE MIX	MEDIAN
\$50M-\$100M ARR	86	Software only	80
Under \$5M ARR	72	Blended incl. services	76
		Usage-only pricing	62

What to investigate

If margin is falling, the cause is almost always in cost of revenue

- Hosting and infrastructure — is cost per customer rising as usage grows?
- Customer support — is headcount scaling with accounts rather than with revenue?
- Third-party software and AI inference, which sit in cost of revenue and scale with usage.
- Services mix — has professional services grown as a share of the total?

05 Recent trends

SOFTWARE GROSS MARGIN

stated range

2022-2025 **79-81%**

held inside this band every year; no single-year medians published

TOTAL-REVENUE MARGIN

2024 **77%** → 2025 **76%**

worsened by 1 pt

The striking thing is how little this moves. Software margin has held inside a two-point band for four years, even as AI inference costs entered cost of revenue. Total-revenue margin, which includes services, has drifted down.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 228-232 of 342 reported gross margin. Scope: B2B SaaS and AI-native software, CY2025 actuals. Figures are software gross margin. Blended margin including services is a different statistic, with a median of 76%.

01 Definition

The gross profit a customer generates over their lifetime, divided by the cost of acquiring them.

Also known as $CLTV:CAC$ · lifetime value to acquisition cost · LTV/CAC

02 How it's calculated

$$(ARPA \times \text{Gross margin} \div \text{Revenue churn rate}) \div CAC$$

Lifetime value

Built on gross profit, not revenue. This is the choice that decides the answer.

Churn rate

Revenue churn, annualized. A small error here moves the ratio a long way.

CAC

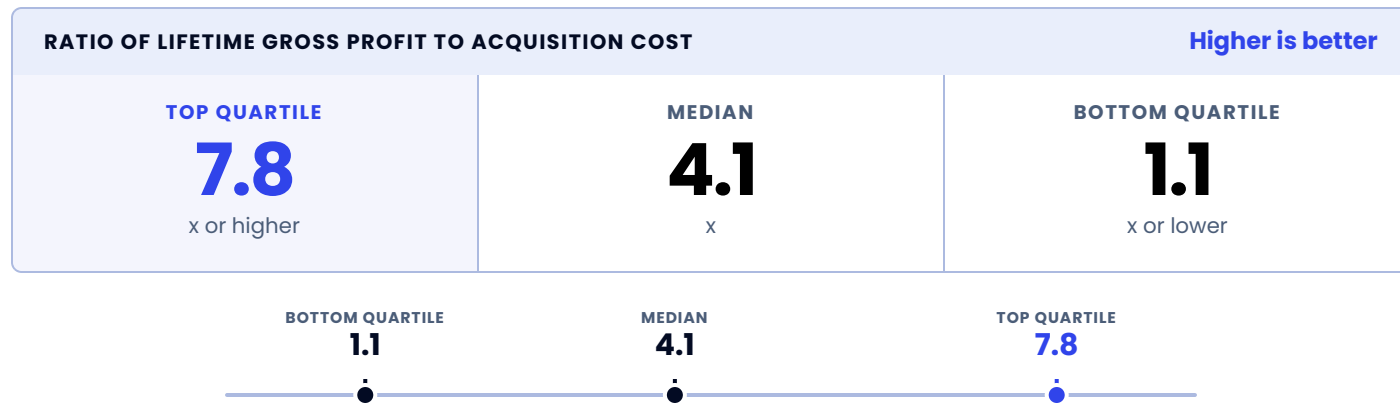
The same fully loaded acquisition cost used elsewhere.

03 A worked example

A customer pays \$1,800 a month. Gross margin is 80%, annual revenue churn is 12%, and CAC is \$14,000.

Annual revenue per account	\$21,600
Gross profit at 80%	\$17,280
Lifetime at 12% churn	8.33 years
Lifetime value	\$144,000
CAC	\$14,000
LTV:CAC ratio	10.3x

Use revenue instead of gross profit and the same customer returns 12.9x rather than 10.3x — better than top quartile, on identical economics. It is the most common reason a reported ratio looks implausible.

04 The 2026 benchmarks

Treat a very high ratio with suspicion rather than pride. Above roughly 8x it usually signals underinvestment in growth, not excellence.

BY GROWTH RATE	MEDIAN	BY SIZE AND SOLUTION TYPE	MEDIAN
Growth over 50%	7.2	Over \$100M ARR	8.0
Low growth	3.2	\$20M-\$100M ARR (approx.)	3.1
		Vertical SaaS	5.6
		Horizontal SaaS	4.1

What to investigate

Check the calculation before concluding the economics changed

- Is lifetime value computed on gross profit? On revenue it overstates the ratio.
- Has the churn rate used in the denominator moved, or just the way it is measured?
- Has CAC risen, or has the channel mix shifted?
- Above roughly 8x usually means underinvestment in growth, not excellence.

05 Recent trends

The middle of the market barely moved for three years, then rose. The gap opened at the top: the best quarter improved by nearly two turns in a year.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 146 of 342 reported CLTV:CAC. Scope: B2B SaaS and AI-native software, CY2025 actuals. Ratios are computed on gross profit. Computing lifetime value on revenue instead overstates the result.

01 Definition

The value of your recurring contracts in a single month.

Also known as MRR · monthly recurring revenue · monthly run rate

02 How it's calculated

Sum of all active recurring contracts, normalized to one month

Normalize the term

An annual contract contributes one twelfth of its value each month.

Recurring only

Implementation, training and overage are not MRR.

Movements, not just the total

New, expansion, contraction and churn are where the number comes from.

03 A worked example

A company has 310 customers paying \$2,690 a month on average, and bills \$95,000 of implementation work during the year.

Customers	310
Average monthly contract value	\$2,690
Implementation fees (excluded)	\$95,000
Monthly recurring revenue	\$833,900

Report the movements alongside the total.

Two companies with identical MRR can be in opposite conditions — one growing on new business, the other replacing churn. The total alone does not distinguish them.

04 Benchmarking this metric

No benchmark exists for MRR, and one cannot honestly be published.

MRR is a level, not a ratio. A median MRR across a survey describes the size of the companies who answered it. Your own MRR is neither good nor bad on its own — it is the starting point for every ratio that is.

What is benchmarkable is the rate at which it grows.

Growth rate — the benchmarkable form		% ANNUAL REVENUE GROWTH
MEDIAN	BOOTSTRAPPED	EQUITY-BACKED
22%	20%	25%

Report the movements

New, expansion, contraction and churn explain the change. The total does not.

Annualize consistently

ARR is MRR times twelve. If the two disagree, one of them is being computed on a different base.

Watch the rate, not the level

The level tells you your size. The growth rate beside it is the part anyone can benchmark.

05 Recent trends

MEDIAN GROWTH RATE

2024 **25%** → 2025 **22%**
worsened by 3 pts

Growth slowed across the market in 2025. Compare against the cut that matches how you are funded rather than the overall median.

Source: SaaS Capital, *2026 Private B2B SaaS Company Growth Rate Benchmarks*, published August 19, 2026. n = More than 1,000 private B2B SaaS companies. Scope: Private B2B SaaS, all sizes, CY2025 growth. Growth figures are annual revenue growth for private B2B SaaS companies.

01 Definition

The rate at which monthly recurring revenue increases from one month to the next.

Also known as Monthly recurring revenue growth · net new MRR rate

02 How it's calculated

$$(\text{MRR this month} - \text{MRR last month}) \div \text{MRR last month} \times 100$$

Net new MRR

New plus expansion, less contraction and churn. The net movement, not just wins.

A full month

Part-months and mid-month starts distort the rate.

Compounding

Monthly rates compound. Twelve times the monthly rate is not the annual rate.

03 A worked example

A company grows MRR from \$533,333 to \$542,240 over one month, a net addition of \$8,907.

MRR, start of month	\$533,333
Net new MRR	+\$8,907
MRR, end of month	\$542,240
Monthly growth rate	1.67%
Compounded over 12 months	22.0%
Monthly growth rate	1.67%

1.67% a month is 22% a year, not 20%.

Multiplying the monthly rate by twelve understates the annual figure because growth compounds. The gap widens fast: 3% a month is 42.6% a year, not 36%.

04 Benchmarking this metric

No benchmark is published for the monthly rate.

Publishers survey annual growth, not monthly. A monthly benchmark quoted anywhere has almost certainly been derived by taking the twelfth root of an annual figure — which is arithmetic, not a second measurement.

The published figure is the annual revenue growth rate.

Annual growth rate — the published form

% ANNUAL REVENUE GROWTH

MEDIAN

22%

BOOTSTRAPPED

20%

EQUITY-BACKED

25%

Compound, never multiply

Twelve times the monthly rate understates the year, and the error grows with the rate.

Report net, not gross

New MRR alone flatters a business that is also churning.

Smooth before you read it

One large deal moves a monthly rate sharply. Use a trailing three-month view.

05 Recent trends

MEDIAN GROWTH RATE

2024 **25%** → 2025 **22%**
worsened by 3 pts

The annual rate that underpins this fell three points in 2025, which is the published signal behind any monthly figure.

Source: SaaS Capital, *2026 Private B2B SaaS Company Growth Rate Benchmarks*, published August 19, 2026. n = More than 1,000 private B2B SaaS companies. Scope: Private B2B SaaS, all sizes, CY2025 growth. Published figures are annual; the monthly equivalent is arithmetic, not a survey result.

01 Definition

Revenue retained from existing customers including expansion, as a percentage of where that cohort started.

Also known as NDR · net revenue retention · NRR

02 How it's calculated

$$(\text{Starting} - \text{Churn} - \text{Contraction} + \text{Expansion}) \div \text{Starting} \times 100$$

One cohort

Fixed at the start. New customers won during the period are excluded.

All movements

Churn, contraction and expansion on that cohort only.

No new business

Including new logos turns this into a growth rate, not a retention rate.

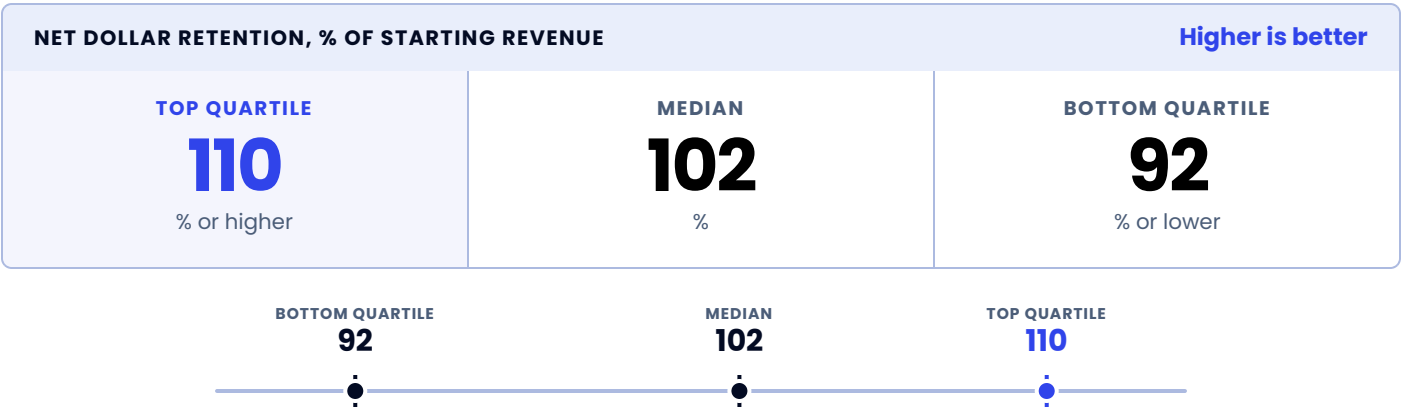
03 A worked example

The same cohort: \$2,400,000 at the start, \$384,000 churned, \$120,000 contracted, \$456,000 expanded.

Starting revenue	\$2,400,000
Retained after churn and contraction	\$1,896,000
Expansion won	+\$456,000
Ending revenue from the cohort	\$2,352,000
Net dollar retention	98.0%

Net dollar retention and net revenue retention are the same statistic. Two names for one number, used interchangeably by investors. If a board report shows both and they differ, one of them is being computed on a different cohort.

04 The 2026 benchmarks



Pricing model matters more than size: usage-based companies hold a 108% median against 98% for seat-based. Companies under \$5M ARR sit at 94%.

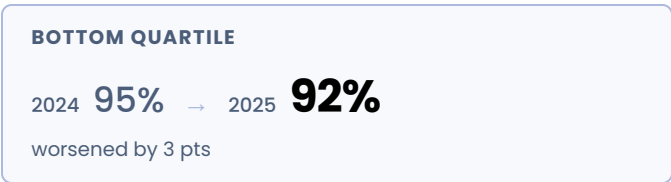
BY GROWTH RATE AND PRICING	MEDIAN	BY SIZE AND CONTRACT VALUE	MEDIAN
Growth over 50%	111	Over \$100M ARR	103
Usage-based pricing	108	\$20M-\$50M ARR	101
Seat-based pricing	98	Under \$5M ARR	94
Growth under 10%	92	\$25K-\$50K ACV	105

What to investigate

A falling NRR is not one problem

- Churn, contraction and expansion move independently. Read all three, not the net.
- NRR can fall while churn improves, if expansion slowed. A different fix entirely.
- Compare against your pricing model: usage-based and seat-based sit ten points apart.
- Check the cohort is fixed at the start and excludes new customers.

05 Recent trends



The middle held, the bottom slipped. The 25th percentile fell three points while the median stayed just above 100%.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 230 of 342 reported NRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. Reported by the source as net revenue retention; the two names describe one metric.

01 Definition

The share of revenue that renewed, measured only across contracts that actually came up for renewal in the period.

Also known as Renewal rate · contract renewal retention

02 How it's calculated

$$\text{Revenue renewed} \div \text{Revenue up for renewal} \times 100$$

Only what came up

Contracts not due for renewal are excluded. That is what separates this from GRR.

Revenue, not contracts

Weighted by value, so a large renewal counts for more.

Renewal date, not invoice date

Billing timing does not decide which period a renewal falls in.

03 A worked example

A company has \$1,150,000 of contract value up for renewal in the year, of which \$1,012,000 renews.

Revenue up for renewal	\$1,150,000
Revenue renewed	\$1,012,000
Revenue lost at renewal	\$138,000
Renewals retention rate	88.0%

This is not gross revenue retention. GRR measures the whole base; this measures only the part that faced a decision. On a base of mostly multi-year contracts, the two can differ by ten points or more in either direction.

HOW SCALEXP CAN HELP

ScaleXP tracks contract and renewal dates separately from invoice timing, so upcoming renewals and the revenue at risk are visible in advance.

04 Benchmarking this metric

No benchmark for renewal rate appears in this report’s sources.

Renewal rate depends on contract mix and timing, which vary so much between companies that a cross-company median would compare businesses with nothing in common. The surveys report retention across the whole base instead.

Gross revenue retention is the comparable published measure.

Gross revenue retention — what is published		% OF STARTING REVENUE RETAINED	
MEDIAN	SALES-LED	HYBRID	PRODUCT-LED
84%	88%	80%	79%

Track it against your own history

This metric is most useful as a series, not as a comparison.

Separate multi-year from annual

Blending them hides which cohort is actually at risk.

Watch the renewal calendar

A quarter with few renewals can produce a flattering rate on very little volume.

05 Recent trends

MEDIAN GRR 2024 88% → 2025 84% worsened by 4 pts	BOTTOM QUARTILE 2024 81% → 2025 76% worsened by 5 pts
---	--

Retention across the whole base weakened in 2025, which is the published signal closest to renewal performance.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 226 of 342 reported GRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. Retention figures shown measure the whole base, not only contracts up for renewal.

01 Definition

The share of recurring revenue lost to cancellations and downgrades in a period.

Also known as [Gross revenue churn](#) · [dollar churn](#)

02 How it's calculated

$$(\text{Churned} + \text{Contracted revenue}) \div \text{Starting revenue} \times 100$$

Churn and contraction together

A downgrade is lost revenue even though the logo stayed.

Before expansion

Expansion belongs in net retention, not here.

A fixed starting base

The cohort is set at the start of the period.

03 A worked example

The cohort from the retention page: \$2,400,000 at the start, \$384,000 churned and \$120,000 contracted.

Starting revenue	\$2,400,000
Churned	\$384,000
Contracted	\$120,000
Total revenue lost	\$504,000
Revenue churn rate	21.0%

Revenue churn and gross revenue retention are complements. This cohort churned 21.0% and retained 79.0%. Publishers report the retention side, so a churn benchmark is simply that figure subtracted from 100.

04 Benchmarking this metric

Revenue churn is published as its complement, not in its own right.

The surveys behind this report state gross revenue retention. Revenue churn is 100 minus that figure — the same measurement, phrased the other way round. We show the published side rather than presenting a subtraction as a separate benchmark.

At the median, 84% retention means 16% revenue churn.

Gross revenue retention — what is published		% OF STARTING REVENUE RETAINED	
MEDIAN	SALES-LED	HYBRID	PRODUCT-LED
84%	88%	80%	79%

Report one side consistently

Switching between churn and retention between slides invites arithmetic errors.

Split churn from contraction

Losing a customer and shrinking one call for different responses.

Compare against retention benchmarks

Subtract from 100 rather than looking for a separate churn distribution.

05 Recent trends

MEDIAN GRR	BOTTOM QUARTILE
2024 88% → 2025 84%	2024 81% → 2025 76%
worsened by 4 pts	worsened by 5 pts

Retention fell four points at the median in 2025, which means revenue churn rose by the same amount.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 226 of 342 reported GRR. Scope: B2B SaaS and AI-native software, CY2025 actuals. The published statistic is gross revenue retention; revenue churn is its complement.

01 Definition

The rate at which recurring revenue increases year over year.

Also known as ARR growth · annual recurring revenue growth

02 How it's calculated

$$(\text{Revenue this year} - \text{Revenue last year}) \div \text{Revenue last year} \times 100$$

Recurring revenue only

Services and one-off fees distort the rate in both directions.

The same definition both years

Changing what counts as recurring mid-series invents growth.

Your funding cut

Bootstrapped and equity-backed companies grew at measurably different rates.

03 A worked example

A company grows recurring revenue from \$6,400,000 to \$7,808,000 over the year.

Recurring revenue, prior year	\$6,400,000
Recurring revenue, current year	\$7,808,000
Increase	\$1,408,000
Annual growth rate	22.0%

Only 7.3% of the companies surveyed were flat or shrinking. Growth is still the norm — but the median fell three points in a year, so a flat rate now means gaining ground relative to the market.

04 The 2026 benchmarks

% ANNUAL REVENUE GROWTH		Higher is better
MEDIAN	QUARTILES	
22%	Not published by this source	

SaaS Capital publishes the median and the funding cuts, but not a quartile distribution. No top or bottom quartile is shown because none is published.

BY FUNDING TYPE	MEDIAN	Bootstrapped companies posted a 20% median and equity-backed companies 25%. Quoting the 22% overall figure against either one misleads.
Bootstrapped	20	
All companies (median)	22	
Equity-backed	25	

What to investigate

Growth rates decay naturally; separate that from a real slowdown

- Holding a constant rate means adding more revenue every year. A falling rate on a rising base may be normal.
- Split new business from expansion – they slow for different reasons.
- Check retention first: a growth problem is often a retention problem arriving late.
- Compare against your funding cut, not the overall median.

05 Recent trends

MEDIAN GROWTH RATE	
2024 25%	→ 2025 22%
worsened by 3 pts	

Growth slowed across the market in 2025, with equity-backed companies holding their rate while the overall median fell.

Source: SaaS Capital, 2026 Private B2B SaaS Company Growth Rate Benchmarks, published August 19, 2026. n = More than 1,000 private B2B SaaS companies. Scope: Private B2B SaaS, all sizes, CY2025 growth. Figures are annual revenue growth for private B2B SaaS companies.

01 Definition

Revenue growth rate plus profit margin, judged against a single threshold of 40.

Also known as The 40% rule · growth plus profitability

02 How it's calculated

$$\text{Revenue growth rate (\%)} + \text{Profit margin (\%)}$$

Revenue growth rate

Year over year, on the same revenue definition both years.

Profit margin

EBITDA, operating or free cash flow margin — state which.

The threshold

40 is a pass mark, not a target to exceed for its own sake.

03 A worked example

A company grows ARR from \$8,200,000 to \$10,000,000 and posts \$600,000 of EBITDA on that \$10,000,000 of revenue.

ARR, prior year	\$8,200,000
ARR, current year	\$10,000,000
Revenue growth rate	22.0%
EBITDA margin (\$600,000)	6.0%
Rule of 40 score	28.0
Result	28.0 — fails

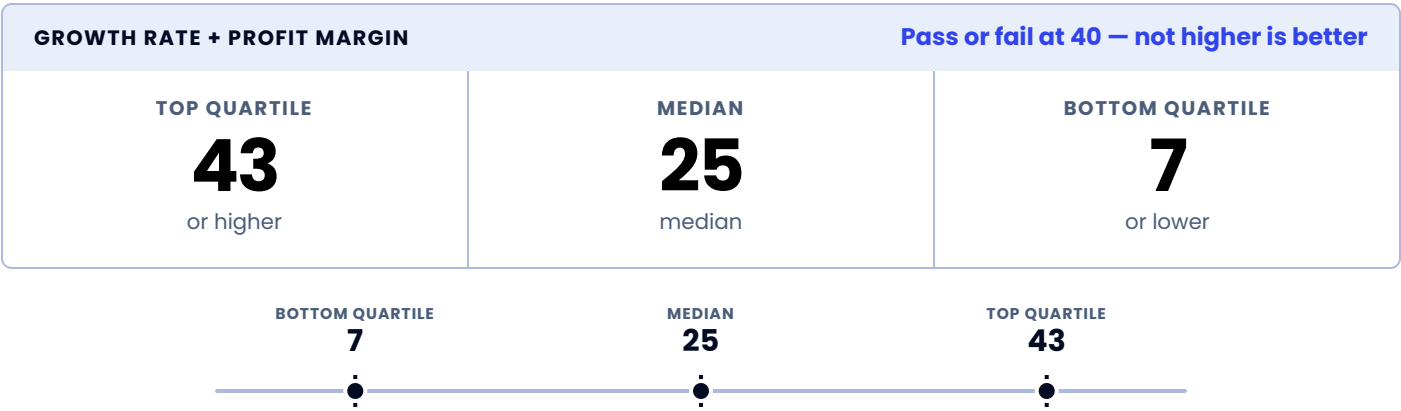
Swap the margin definition and the verdict moves. Using free cash flow margin of 11.0% instead of EBITDA gives a score of 33.0 — five points better for an identical business. Always state which margin you used.

HOW SCALEXP CAN HELP

ScaleXP brings financial performance and SaaS operating metrics into the same reporting environment, so management and board reporting use consistent underlying data.

04

The 2026 benchmarks



A median score is a failing score. The median company sat 15 points below the threshold in 2025; only the top quartile clears it.

BY GROWTH RATE	MEDIAN	BY PRICING MODEL	PUBLISHED
Growth 31-50%	8	Non-seat subscription	18
Growth over 50%	57	Subscription + usage (75th pct)	43
Growth under 10%	19		

What to investigate

Establish which half moved before diagnosing anything

- Split the score into its two terms and compare each against last year separately.
- If growth fell, diagnose it as a growth problem: pipeline, win rate, retention.
- If margin fell, diagnose it as a cost problem: gross margin first, then operating spend.
- Check the margin definition has not changed between periods — that alone can move the score five points.

05

Recent trends



The sharpest move of any metric here. The median rose 10 points in a single year as companies traded growth for profitability, though it remains well short of the threshold.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 110 of 342 reported Rule of 40. Scope: B2B SaaS and AI-native software, CY2025 actuals. The 2024 median is implied by the source’s stated 10-point year-over-year change, not published directly.

01 Definition

The annualized new revenue a quarter of sales and marketing spend produced, divided by that spend.

Also known as [Magic number](#) · [sales efficiency ratio](#)

02 How it's calculated

$$(\text{New ARR in the quarter} \times 4) \div \text{Prior quarter's S\&M spend}$$

New ARR this quarter

Net new annualized recurring revenue, including expansion in most definitions.

Last quarter's spend

Lagged by one quarter, because spend takes time to convert.

Annualization

The $\times 4$ makes a quarterly result comparable to an annual spend rate.

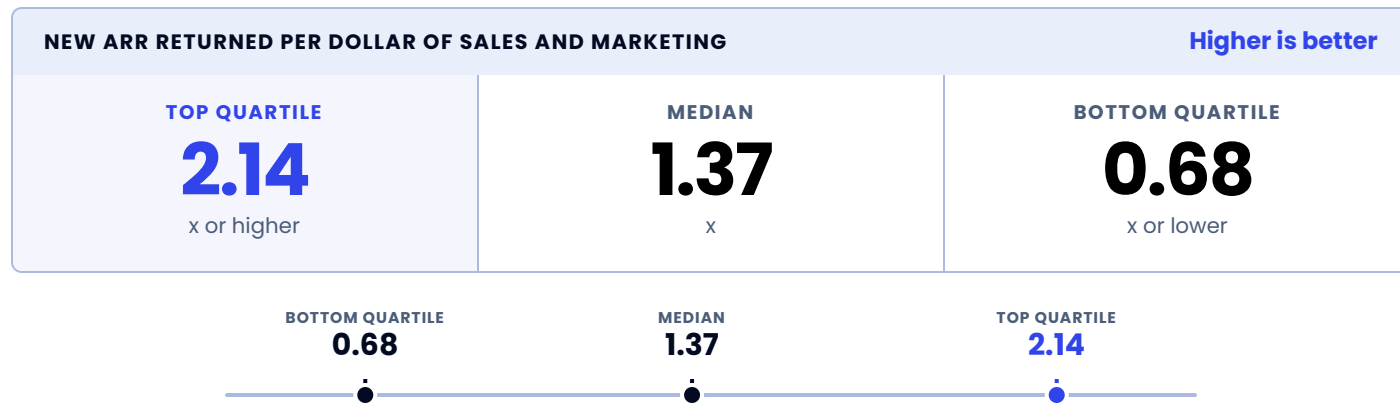
03 A worked example

A company adds \$1,450,000 of net new ARR in Q3, having spent \$2,900,000 on sales and marketing in Q2.

Net new ARR, Q3	\$1,450,000
Annualized ($\times 4$)	\$5,800,000
S&M spend, Q2	\$2,900,000
Magic number	2.00

Above 0.75 is the usual threshold for spending more. At 2.00 this company is returning two dollars of annualized revenue per dollar spent — comfortably top quartile, and a signal to increase the budget rather than defend it.

04 The 2026 benchmarks



The threshold most often quoted is 0.75: below it, more spend is usually unprofitable. Companies growing above 50% report a 2.40 median.

BY GROWTH RATE	MEDIAN
Growth over 50%	2.40
Minimum sustainable	0.75

The threshold most often quoted is 0.75: below it, more spend is usually unprofitable. Companies growing above 50% report a 2.40 median.

What to investigate

Efficiency moves for two reasons: output or input

- Did new ARR fall, or did spend rise? The two call for opposite responses.
- Check the lag — this quarter's revenue was bought by last quarter's spend.
- Confirm expansion ARR is treated the same way in both periods.
- Read it beside retention: efficient acquisition into a leaking base is not efficiency.

05 Recent trends



The sharpest efficiency gain in the set. The median rose from below the sustainable threshold to comfortably above it in a single year.

Source: Aleph × Benchmarkit, *2026 SaaS & AI Performance Benchmarks*, published June 1, 2026. n = 132 of 342 reported magic number. Scope: B2B SaaS and AI-native software, CY2025 actuals. Definitions vary on whether expansion ARR is included; the source includes it.

01 Definition

The new revenue produced for each dollar of sales and marketing spent in the same period.

Also known as Sales efficiency ratio · gross sales efficiency

02 How it's calculated

$$\text{New ARR} \div \text{Sales and marketing spend}$$

New ARR

New business won. Whether expansion counts is a choice — state it.

Fully loaded spend

Salaries, commission, tooling and paid media.

The same period

Unlagged, which is what separates this from the magic number.

03 A worked example

A company wins \$1,450,000 of new ARR in a year, spending \$2,050,000 on sales and marketing over the same period.

New ARR won	\$1,450,000
Sales and marketing spend	\$2,050,000
Sales efficiency	0.71

Below 1.00 means a dollar of spend returns less than a dollar of new ARR in year one.

That is not automatically bad — the revenue recurs, so the return arrives later. It is bad if retention is weak, which is why this never travels alone.

04 Benchmarking this metric

No benchmark is published under this name.

Sales efficiency is measured in several incompatible ways: lagged or unlagged, with or without expansion, gross or net. The surveys behind this report standardize on the magic number, which fixes the lag and the definition.

The magic number is the published sales-efficiency measure.

Magic number — the published measure		NEW ARR RETURNED PER DOLLAR OF SALES AND MARKETING
MEDIAN	GROWTH OVER 50%	MINIMUM SUSTAINABLE
1.37	2.40	0.75

Use the magic number to compare

Keep your own ratio for internal tracking; use the magic number externally.

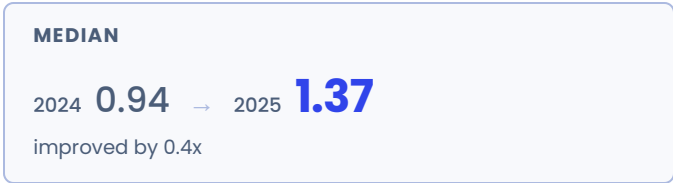
Lag the spend

Revenue won this quarter was bought by last quarter’s spend.

Read it with retention

Efficient acquisition into a leaking base is not efficiency.

05 Recent trends



Efficiency improved sharply across the market in 2025, with the median magic number crossing the sustainable threshold for the first time in the series.

Source: Aleph × Benchmarkit, 2026 SaaS & AI Performance Benchmarks, published June 1, 2026. n = 132 of 342 reported magic number. Scope: B2B SaaS and AI-native software, CY2025 actuals. The published measure is the magic number, which lags spend by one quarter.

Sources and method

Every benchmark figure in this report traces to a named source, publication date, sample size and survey scope. Benchmark figures have not been averaged across sources or rounded.

METRIC	PUBLISHER AND REPORT	SAMPLE	SOURCE
CAC Payback Period	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	198 of 342 reported CAC payback	getaleph.com/answers/cac-payback-period-saas-2026
CAC Ratio	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	342 B2B SaaS and AI-native companies	getaleph.com/answers/cac-payback-period-saas-2026
Gross & Net Revenue Retention	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	226 of 342 reported GRR	getaleph.com/answers/gross-revenue-retention-saas-2026
Gross Margin	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	228-232 of 342 reported gross margin	getaleph.com/answers/saas-gross-margin-2026
LTV:CAC Ratio	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	146 of 342 reported CLTV:CAC	getaleph.com/answers/cltv-cac-ratio-saas-2026
Net Dollar Retention	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	230 of 342 reported NRR	getaleph.com/answers/net-revenue-retention-saas-2026
Revenue Growth Rate	SaaS Capital 2026 Private B2B SaaS Company Growth Rate Benchmarks · August 19, 2026	More than 1,000 private B2B SaaS companies	saas-capital.com/research/private-saas-company-growth-rate-benchmarks
Rule of 40	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	110 of 342 reported Rule of 40	getaleph.com/answers/rule-of-40-saas-2026
SaaS Magic Number	Aleph × Benchmarkit 2026 SaaS & AI Performance Benchmarks · June 1, 2026	132 of 342 reported magic number	getaleph.com/answers/saas-magic-number-2026

Metrics with no published benchmark cite the source of the proxy figures their pages actually print.

Credit and permissions

Benchmark data in this report is reproduced with the permission of its publishers, on the condition that each figure is credited to its source and linked back to the original research. Every metric page names its publisher, report, publication date, sample size and survey scope; the table above carries the source address for each.

Aleph and Benchmarkit publish the *2026 SaaS & AI Performance Benchmarks*, the source for retention, margin, efficiency and unit-economics figures throughout this report. **SaaS Capital** publishes the *2026 Private B2B SaaS Company Growth Rate Benchmarks*, the source for growth figures. Neither publisher is affiliated with ScaleXP, and neither has reviewed or endorsed the commentary here.

ScaleXP links to both publishers from scalexp.com. If you are reading a forwarded copy of this file, the addresses above lead to the original research.

Where a figure needed a judgment call

Five places where the published record was ambiguous, and what this report does about each.

- **CAC payback, top quartile.** The source describes top-quartile companies as recovering CAC in six months or fewer, and separately reports a 25th percentile of ten months. For a lower-is-better metric those are the same statistic. We publish ten months, the stated 25th percentile, because it matches the source's own enterprise cut — a 22-month median against a 15-month 25th percentile.
- **Rule of 40, 2024 median.** The source states a 2025 median of 25% and a ten-point year-over-year gain. The 2024 figure follows from that change rather than being published directly, and is labeled **implied** on the page.
- **Gross margin and LTV:CAC, earlier years.** Both sources give a band across several years rather than single-year medians. Those are shown as a **stated range** and never drawn as a movement between two points.
- **Growth rate.** Taken from SaaS Capital rather than the Aleph × Benchmarkit survey: a larger sample of private B2B companies, with the bootstrapped and equity-backed cuts published separately.
- **CAC ratio across editions.** The 2024 figure comes from the preceding edition of the same survey; editions are never mixed within one published figure.

Metrics shown without a benchmark

Twelve of the twenty metrics have no published distribution that can honestly be printed. Levels such as ARR, MRR and Committed MRR describe the size of the companies surveyed rather than a standard. Amounts such as CAC and lifetime value scale with price point. Logo churn, customer retention, renewal rate, burn and runway are simply not published by the sources behind this report. Those pages say so, and give the figure that can be benchmarked instead — except cash burn and runway, where nothing comparable exists and none is offered.

Knowing the benchmark is useful. Knowing why your number moved is better.

Benchmarks tell you where you stand. They do not produce your own numbers.

SaaS metrics depend on data spread across accounting, CRM, contracts and recurring revenue. ScaleXP brings those sources together so finance teams can calculate and track growth, retention, churn, expansion, gross margin and unit economics without rebuilding the analysis each month.

The underlying movements stay traceable to the customer and financial records behind them.

See these metrics using your own numbers

scalexp.com/demo/