

SaaS Metrics Report

Q1 2025 · Jan 1 – Mar 31 · Prepared April 8, 2025

MRR

\$128.4k

▲ 14.6% QoQ

ARR

\$1.54M

▲ \$197k QoQ

NET REVENUE RETENTION

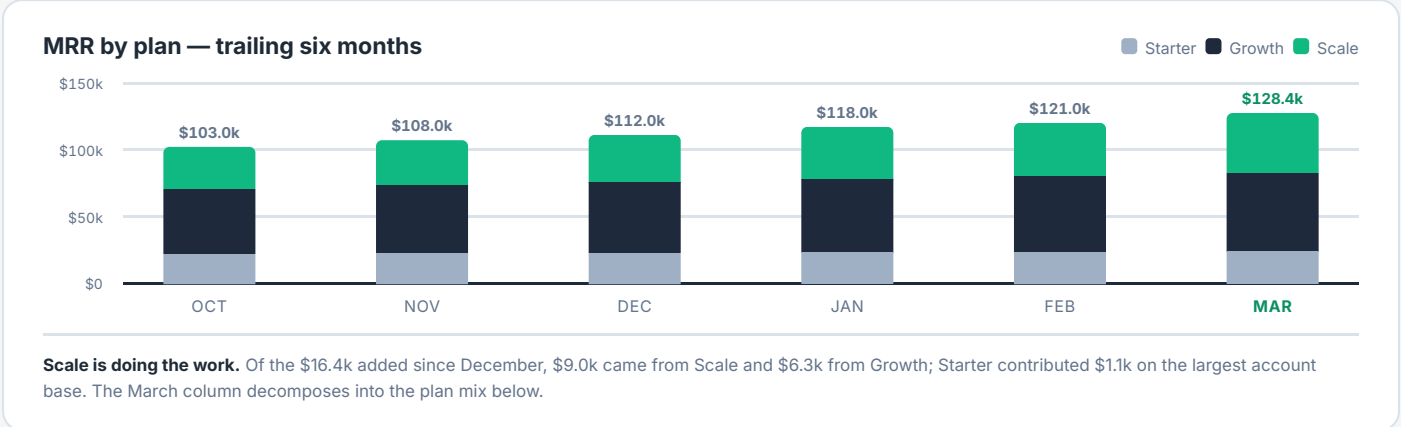
112%

▲ 3 pts

LOGO CHURN

1.9%

▼ 0.4 pts



Plan mix

March 31 · accounts, MRR and revenue per account

PLAN	ACCOUNTS	MRR	ARPA	Δ QOQ
Starter	412	\$24.6k	\$60	+4.7%
Growth	168	\$58.9k	\$351	+12.0%
Scale	37	\$44.9k	\$1,214	+25.1%
All plans	617	\$128.4k	\$208	+14.6%

What moved the quarter

Ranked by MRR impact

- January SSO release — six Scale accounts expanded, +\$9.0k MRR.
- Annual billing push — 34% of new deals annual, cash +22%.
- CAC payback to 11 months — partner-sourced deals carried it.
- Support load up 30% — one CSM hire lands in Q2, not Q1.



Q2 targets

Owner: Northwind leadership · reviewed monthly

MRR GOAL

\$145k

+13% vs Q1

NRR GOAL

115%

+3 pts

CHURN CEILING

1.6%

-0.3 pts

NEW LOGOS

64

+16% vs Q1

BASIS OF THESE FIGURES MRR — contracted recurring revenue at period end, excluding one-time services. ARR — MRR × 12. QoQ compares March 31 with December 31, not quarterly averages. NRR is reported on a trailing-twelve-month basis; the Q1 bridge alone works out to 103.6%. Logo churn — accounts cancelled in the quarter + accounts at quarter start (11 of 573). Chart is zero-based on a single \$0–\$150k scale. Source: billing system, closed April 4, 2025.