



Free SaaS metrics calculators: ARPA, CAC, MRR and the definitions behind them. Operated by Digital Signet (UK).

Who reads it

Visitors work through ARPA, CAC and MRR definitions and math - founders and operators instrumenting their business. Metrics platforms acquire exactly this user, usually one funding round later.

Notable: the site ranks position 6.3 on **“+”fundraise metrics index: owners, sources, denominators”** (32 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

Traffic and trajectory (28 days to 14 September 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS 5,602 last 28 days; period-on-period 32.6%	SESSIONS (GA4) 220 36 engaged (16%), 38s average	AI-ASSISTANT SESSIONS 10 ChatGPT 7, Claude 2, Perplexity 1
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/burn-multiple-calculator	300	2
/public-saas-company-benchmarks	339	2
/seed-stage-saas-metrics	135	1

The sponsorship strip sits on every one of them.

Search visibility (Google, last 28 days, top intent queries)

QUERY	POSITION	IMPRESSIONS
+“fundraise metrics index: owners, sources, denominators”	6.3	32
arpa / cac / mrr	80.8	5
arpa calculation	92.0	2
arpa finance	76.4	5
arpa formula	44.7	3

The AI-citation layer

- **10 sessions/month arrive from AI assistants** (ChatGPT 7, Claude 2, Perplexity 1): buyers who asked an AI engine and were sent to this reference.
- AI engines increasingly answer pricing questions from independent editorial. Sponsorship buys association with that neutrality, never influence over it.

Sponsorship

- **One slot, category-exclusive.** One sponsor in the SaaS-analytics category while held.
- A single disclosed strip across the reference - never inside the results, no other advertising on the site.
- Sponsorship has no influence on pricing data, rankings or conclusions; competitors remain in the coverage, computed identically.
- Monthly measured report: placement impressions, clicks, page-level traffic and AI-citation monitoring.
- Current rate and terms: saasmetricscalculator.com/sponsorship.

Precedent

- Category-exclusive founding sponsorship is live on our sister site siemcostcalculator.com (Cribl, signed 4 August 2026, reporting monthly). The same structure is available here.