

Key Metrics to Track in Web3:

**DeFi, NFTs, and
DAOs**

Metric	Web2	Web3
Acquisition		
Signups	Accounts created	Wallets connected
Activations	First Investments from new account	First swap/pool from new wallets
Time-to-activation	Days to first investment	Days to first swap/pool
CPA	\$ spent to acquire a new account	\$ spent to connect a new wallet
Retention & Engagement		
Retention	% of returning investors	% of returning swapper/poolers
Engagement	Daily active investors Avg. Session duration N. of deposits per day – Trading Volume	
Monetization		
Revenue	Total revenue from fees Gross Investment Value (GMV) Trading value	Total revenue from fees/pools Gross swap/pool value (GMV) Trading value
Avg. Basket Size	Avg. investment value	Avg. swap/pool value
Take Rate	% fee on investment	% fee on swap/pool
ARPPU	Avg. revenue per account	Avg. revenue per wallet

Metric	Digital Collectibles	
Acquisition		
Signups	NFT Owners	
Activations	First (companion) NFT mint	
Time-to-activation	Days to first mint Time to collection sell-out	
CPA	\$ spent to mint an NFT	
Retention & Engagement	TRADERS	COMMUNITY MEMBERS
Retention	–	% NFT HODlers (AKA 'Diamond Hands')
Engagement	Daily active traders N. Of NFT sales per day → Trading Volume	Daily active members Daily benefits redeemers Daily active proposals Unique NFT owners → Owners Distribution
Monetization		
Revenue	NFT Revenue (Mints, Trades) NFT Collection market cap Community treasury	
Avg. Basket Size	Floor & Ceiling price Avg. sales price → Price distribution	
Take Rate	Royalties %	
ARPPU	Avg. revenue per NFT owner	

Metric	Web3 Community	Web3 DAO
Acquisition		
Signups	New members	New DAO members
Activations	First contribution from new members	First contribution from new members
Time-to-activation	Days to first contribution	Days to first contribution/proposal
CPA	\$ spent to acquire a new member	\$ spent to acquire a new member
Retention & Engagement		
Retention	% returning contributors	% returning contributors
Engagement	Daily active contributors Avg. session duration N. Of contributions per member/day -> Total contributions per day	Daily active contributors Daily active donors (token/NFTs) Avg. session duration N. Of contributions per member -> Total contributions per day
Monetization		
Revenue	Subscriptions revenue (if paid)	DAO treasury (NFT mints/trades, tokens)
Avg. Basket Size	-	NFT/token price
Take Rate	-	Royalties % (if NFT)
ARPPU	Avg. revenue per member	Avg. revenue per member