The 20 SaaS revenue leaks

Where SaaS revenue leaks after sign-up. In one 2025 benchmark of 62 B2B SaaS companies, the average activation rate was 37.5%: nearly 2 in 3 sign-ups never reach first value (Userpilot, SaaS Product Metrics Benchmark Report 2025). Some leaks are old. Some are new, and a few come from the very tools meant to fix the old ones. Tick each leak you can't rule out. Each one comes with a simple check you can do yourself.

1. Sign-up

- [ ] **The form asks for too much**
  Count the fields before a user sees the product. More than 4? Ask which ones you use in the first week.
- [ ] **Setup left to the user alone**
  List the setup steps (data, integrations, invites). Which ones could you do for them, pre-fill, or replace with a template or sample data?

2. First value

- [ ] **Empty screens with no next step**
  Sign up with a new email. Screenshot every empty screen. Does each one say what to do next?
- [ ] **The tour gets in the way**
  Run your product tour on a slow connection, on a phone and with an ad blocker on. Does it wait for the page to load, point at the right thing and leave the layout alone? Then check what it teaches: the buttons, or the way to the user's first result.
- [ ] **Welcome emails ignore what users did**
  Do your day 1 to 7 emails change if the user already did the key action? Sign up as a test user and list every email you get in week one, from every tool. Do any clash or repeat?
- [ ] **Team invites hidden or skipped**
  How many clicks to invite a colleague? Is it asked at the right moment, after the first result?

3. Trial to paid

- [ ] **Trial ends before the first result**
  What share of trials reach the key action before day 7? If you don't know, see "Tracking".
- [ ] **Price or paywall at the wrong moment**
  When does the user first see the price or hit a limit: before or after they got value?
- [ ] **No nudge when usage stalls**
  If a trial user stops for 3 days, does anything happen?

4. Pricing and AI

- [ ] **Usage costs that surprise customers**
  If you charge by usage, seats or AI credits, can a customer see what they've used and what the next bill will be before it arrives? Are there alerts or caps?
- [ ] **AI features nobody uses**
  Check what share of active users have tried your AI feature, and what share used it a second time. Does it show a real example before asking the user to try it?
- [ ] **AI support closes chats, not problems**
  Read 10 chats your AI assistant marked as solved. In how many did the user leave without an answer, ask again or open a ticket later?

5. Keeping customers

- [ ] **Users come back once, then stop**
  How many new users return in their second week? In one large benchmark, the median product saw fewer than 2 in 100 new users come back on day 7 (Amplitude, 2026, 2,500+ companies).
- [ ] **No early warning on at-risk accounts**
  Can you list today the paying customers whose usage dropped this month?
- [ ] **Canceling offers nothing**
  Try canceling your own account the way a customer would. Does anything ask why you're leaving, or offer a pause or a smaller plan?
- [ ] **Failed payments look fixed, but aren't watched**
  Billing tools now retry failed cards for you, so a customer mid-retry still looks active. How many accounts are past due right now? Does the payment email reach someone who can fix it?

6. Tracking THE OTHERS DEPEND ON THIS

- [ ] **Key events missing or incomplete**
  Pick your 5 most important user actions. Are all 5 tracked, with the details you'd need (plan, team size, source)? Do them once with an ad blocker on: do they still show up?
- [ ] **No shared definition of "activated"**
  Ask product, sales and customer success what "activated" means. Same answer?
- [ ] **Usage counted per person, not per account**
  Can you see how a whole customer account uses the product, not just each user?
- [ ] **Billing data not linked to usage**
  Can you see which product actions paying customers took that non-paying users didn't?

More than 5 ticked? That's where to start. Flow's 48-Hour Diagnostic finds which leak costs you the most and specs the first fix for your team. Founding price $500 (first 10, or until Dec 31, 2026). theuserflow.co

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