



# Business Acronyms

Here are 30+ of the most important Acronyms you should know if you're in **SaaS**:

Software **As A Service**

## Organisation

**CEO** = Chief **E**xecutive **O**fficer

**CFO** = Chief **F**inancial **O**fficer

**CRO** = Chief **R**evue **O**fficer

**CPO** = Chief **P**roduct **O**fficer

**COO** = Chief **O**perations **O**fficer

**PM** = **P**roduct **M**anager

**PMO** = **P**roduct **M**anagement **O**ffice

## Metrics

**MRR** = **M**onthly **R**ecurring **R**evue

**ROI** = **R**eturn **O**n **I**nvestment

**LTGP** = **L**ife**T**ime **G**ross **P**rofit

**CAC** = **C**ost to **A**cquire **C**ustomer

**KPI** = **K**ey **P**erformance **I**ndicator

**AOV** = **A**verage **O**rders **V**alue

**NPS** = **N**et **P**romoter **S**core

**OKR** = **O**bjectives and **K**ey **R**esults

**ARPA** = **A**verage **R**evue **P**er **A**ccount

## Development

**API** = **A**pplication **P**rogramming **I**nterface

**WIP** = **W**ork **I**n **P**rogress

**SSO** = **S**ingle **S**ign **O**n

**MVP** = **M**inimum **V**iable **P**roduct

**SMTP** = **S**imple **M**ail **T**ransfer **P**rotocol

**ICE** = **I**mpact, **C**onfidence, **E**ase

## Marketing

**SEO** = **S**earch **E**ngine **O**ptimisation

**AEO** = **A**nswer **E**ngine **O**ptimisation

**GEO** = **G**enerative **E**ngine **O**ptimisation

**ICP** = **I**deal **C**ustomer **P**rofile

**PMF** = **P**roduct **M**arket **F**it

**CTA** = **C**all **T**o **A**ction

**CMS** = **C**ontent **M**anagement **S**ystem

**CRM** = **C**ustomer **R**elationship **M**anagement

**SLA** = **S**ervice **L**evel **A**greement

**SMB** = **S**mall and **M**edium **B**usinesses