

2026 Net Revenue Retention (NRR) Benchmark Report

In-depth research on net revenue expansion and customer churn dynamics across Enterprise SaaS contracts above \$50k ARR.

METRIC	BENCHMARK VALUE
Median NRR	112%
Top Quartile NRR	126%+
Avg CAC Payback	18 Months
Gross Margin	78%

Key Executive Takeaways

- Median NRR for Enterprise SaaS currently stands at 112%, with top quartile performers surpassing 125%.
- Usage-based pricing models demonstrate an 18% higher expansion rate compared to pure seat-based tiers.
- Average CAC Payback period extended to 18 months for Mid-Market B2B SaaS companies.

Original Data Source: ChartMogul SaaS Benchmarks (<https://chartmogul.com/reports/>)