



SUBSCRIPTION INSIGHTS

How long does it take for SaaS companies to get their **first 100 customers?**

The **top 50% of companies** get their first 100 customers in ~ **72.5 days**.



48% COMPANIES

0-65 DAYS

16%

66-130 DAYS



9%

131-195 DAYS

12%

196-260 DAYS



15%

260+ DAYS

Note: This study is based on an analysis of data from ~750 early-stage SaaS startups from 45 countries.