DL.07 · CRO · REFERENCE

Remittance growth metrics glossary and benchmarks

Every metric that matters in cross-border growth, defined consistently, with typical ranges stated honestly as ranges.

Use this when	Time to run	Length	Category
Whenever two people in a meeting mean different things by the same word	Reference	46 metrics	CRO

Most disagreements in remittance growth meetings are definitional. One person's conversion rate starts at install, another's starts at signup, and the third is quoting a platform dashboard that counts something different again.

This defines each metric once, states how to calculate it, and gives an indicative range. Use the definitions. Treat the ranges as orientation, not as targets.

> The ranges below are patterns observed across engagements, not measured industry benchmarks. They vary enormously by corridor, business model, channel mix and app maturity. Never present them as industry standards.

1 · Acquisition

Metric	Definition and calculation	Indicative range
Cost per install	Media spend divided by attributed installs	Varies too widely to state
Cost per signup	Media spend divided by accounts created	—
Cost per verified sender	Media spend divided by KYC completions	—
Cost per first transfer	Media spend divided by first completed transfers	The only acquisition number that matters
Blended CAC	Total acquisition cost across all channels divided by new senders	Should fall as owned channels mature
Paid share of first transfers	First transfers from paid divided by total	Falling share is usually healthy
Install to signup	Signups divided by installs	45% to 75%
Signup to KYC start	KYC starts divided by signups	60% to 85%

2 · Verification

Metric	Definition and calculation	Indicative range
KYC completion rate	Approvals divided by verification starts	Wide. Split by device before quoting.
Document submission rate	Documents submitted divided by verification starts	50% to 80%
Approval rate	Approvals divided by submissions	85% to 96%
Manual review share	Applications entering manual review	10% to 30%
Manual review time, p90	90th percentile from submission to decision	The number that costs you money
Re-entry rate	Failed senders who retry	Usually low, and usually fixable
Verified to first transfer	First transfers divided by verified senders	45% to 70%

Approval rate and completion rate are different numbers. A 94% approval rate looks excellent and says nothing about the people who never submitted anything.

3 · Transaction and revenue

Metric	Definition and calculation	Note
Average transfer value	Total value divided by transfer count	Varies enormously by corridor
Revenue per transfer	FX margin multiplied by value, plus fixed fee	Your actual take
Gross margin per transfer	Revenue per transfer less payout and processing cost	The number finance uses
FX spread	Difference between your rate and the interbank rate	Disclose it, do not hide it
Take rate	Total revenue divided by total transfer value	Often 0.8% to 2.5%
Transfer success rate	Completed divided by initiated	Below 97% needs investigating
Failed transfer rate by reason	Failures grouped by cause	Split operational from behavioural

4 · Retention and value

Metric	Definition and calculation	Indicative range
Repeat send rate	Senders with two or more transfers divided by first-time senders	30% to 65%
Second transfer within 60 days	Self-explanatory	The single best early indicator
Transfers per sender, 12 months	Total transfers divided by first-time senders	3 to 12, corridor dependent
Send frequency	Average days between transfers per sender	Use median, not mean
Lapsed sender	No transfer for a multiple of that sender's own interval	Never a fixed day count
Reactivation rate	Lapsed senders who return	Typically low, still worth doing
Gross margin per sender, year one	Cumulative margin from one cohort	Compare against CAC
LTV to CAC ratio	Year-one margin per sender divided by CAC	Below 3.0 is uncomfortable

> Send frequency should always be expressed as a median. A handful of high-frequency senders will drag a mean upward and hide a retention problem affecting most of your base.

5 · Organic and visibility

Metric	Definition and calculation	Note
Corridor page indexation	Pages indexed divided by pages published	Below 80% at 30 days needs investigation
Assisted first sends from organic	First transfers with organic in the path	Attribution model must be stated
Query cannibalisation	Queries where the wrong page ranks	Above 10% means a structural problem
AI citation rate	Prompts where you are cited, out of prompts tested	Track weekly, not once
Share of corridor queries	Your visibility on a corridor's query set	More useful than total traffic

6 · Support and operations

Metric	Definition and calculation	Note
Contacts per completed transfer	Support contacts divided by transfers	The support metric that scales correctly
Deflection rate	Resolved without a human divided by total contacts	Containment is not deflection
Escalation accuracy	Correct escalations divided by all escalations	Audit weekly against a sample
Support cost per completed transfer	Total support cost divided by transfers	Report this, not cost per ticket
Average handling time, human cases	Self-explanatory	Should rise after automation

7 · Metrics to stop reporting

- [ ] Impressions, unless buying awareness deliberately
- [ ] Click-through rate as a headline
- [ ] Sessions and pageviews as a performance measure
- [ ] Cost per install as a target rather than a diagnostic
- [ ] Email open rate as a success measure
- [ ] Follower count without a corridor split
- [ ] Platform-reported conversions without reconciliation
- [ ] Any figure quoted without its scope

> Every one of these has a legitimate diagnostic use. None of them belongs at the top of a report, because none of them describes whether the business earned anything.

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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